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W. Ayer & Son

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

Vol. CXLI, No. 4

NEW YORK, OCTOBER 27, 1927

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it's a gif

THE art of conventional hostship can be learned.

of whole-souled friendship is a gift.
Your host opens his home genuinely. Your guest accepts—in turn, to reciprocate in kind. Your friend opens his heart, and the quality of his giving is the quality he would choose for himself.

Amity Products are wallets, pocketbooks, Key Kaddies, made of honest leather sleekly alive with soft pliability. There's friendliness in the very name. As personal possessions they inspire thoughts of friends possessing too. As gifts they are something one is proud to own.

And now you see why "As lasting as friendship it-self" came to be the motif that moves below the surface of Amity advertising. Friend-to-friend copy has made Amity Products much in demand as gifts throughout the year-especially at holiday time. Friend-to-friend manufacturing — putting the same quality into mer-chandise that one would choose for oneself—has made the Amity Leather Products Co., West Bend, Wisconsin, the largest makers of men's pocketbooks in the world.

ADVERTISING HEADQUARTERS, PHILADELPHIA

CHICAGO

SAN FRANCISCO



DESCRIPTIVE ADVERTISING vs. LISTINGS

Reports from Purchasing Agents and other users of Buyers Reference Media

To secure a fair basis for estimating the total volume of purchases in instances where Thomas' Register introduces the buyer to the seller, we recently arranged with a few of our subscribers (less than 2%), to report such purchases, regardless of whether made from our advertisers, or from those merely listed.

Reports received indicate that Thomas' Register has thus been instrumental in promoting sales in excess of \$50,000,000 during the short period that the investigation has been operative. The purchases include almost every product, from "A to Z".

Thomas' Register, catering to important buyers who demand high grade service and expect to pay for it, aims at up to date listing of all names, regardless of advertising—approximately 3% are advertisers—97% are not.

The reports indicate that 25% of the purchases were made from the 3% who advertise in the Register; a ratio of more than 11 to 1 in favor of those who publish descriptive or informative advertising; this secures the preference.

A. B. C. MEMBER—PAID CIRCULATION



PREFER IT—ORDER IT—PAY FOR IT—USE IT

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CXLI

NEW YORK, OCTOBER 27, 1927

No.

Modern Methods in Exporting

The Solution to Our Export Problems Lies in Complete Co-ordination of Research and Sales Efforts with Production, Advertising and, Above All, Statistical Control

By E. B. Filsinger

Export Manager, Lawrence & Company*

THE outstanding feature in the world over is—change. American business men realize the changes that are going on all around them. Many, however, fail to understand that this process of change is not confined solely to the United States. In Europe, in South-America, in the Near East, in China, India, Japan—wherever we look we see how profound these changes are. The same forces that have affected us are rocking the very foundations of ancient and conservative civilizations.

Unless we grasp the significance of this fact we are not ready to discuss new methods by which we can expand our export sales. The greatest hope for a larger business overseas lies in turning to account these changes of customs and habits. Is the young matron of Chile wearing more yards of cotton cloth than her sister in Chicago? Are not the smart young ladies of Sydney, Capetown or Copenhagen just as well and as quickly informed about the length of skirts in Paris this year as are our own Junior League girls? Has not Miss Fatima Achmed of Constantinople donned Western hats, dresses and shoes?

Nor are the changes confined to

the matter of dress alone; although wealth may not be created quite so rapidly in other countries as at home, the number of well-to-do people everywhere is on the increase. They are demanding laborsaving devices, comforts, luxuries, new inventions; they are activated by precisely the same motives as is our own American public.

In export we have definitely entered upon the second phase of development. The first was marked by our effort to introduce goods in foreign markets without much scientific study or planning. Today, however, competition in many lines has become so severe that something besides method All of us must have attention. are deeply concerned with the rapidly mounting cost of doing busi-ness. This is so high that we have to give consideration to things other than method. The funda-mentals of marketing—tangible and intangible-are receiving consideration such as was never given them in the past.

What, then, is the keynote to scientific exporting? Briefly, it lies in three directions:

(a) Research
(b) Statistical Control
(c) Management

All these have but one purpose to enable us to do the greatest volume of business at the largest profit; to ensure the most rapid turnover; to give the best service, and to maintain the smallest in-

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^{*}Lawrence & Company are selling agents for one of the largest groups of textile mills in the United States. It includes Pacific Mills, Ipswich Mills, New England Southern Mills, Whittenton Manufacturing Company and Merrimack Manufacturing Company.

ventory. But the question may properly be asked: Can the solution of our export problems be left to any one activity alone? The answer is simple: Maximum efficiency, whether export or domestic selling is involved, means the complete co-ordination not alone of research and sales efforts, but the process of production, advertising, and above all statistical control. In a word, scientific management.

It may also be asked: To what extent are these facts realized? What is being done in specific lines of business to meet changed conditions? How often does one find the complete co-ordination just spoken of? The answer may well be a hopeful one. Increasing recognition is being given to this principle. A growing number of houses have taken their strictly American methods, changed them for special local conditions, and applied them to their sales efforts in foreign fields. The best evidence that it has paid to do this is the growing number of successes that may be placed to the credit of this system. An instance or two may be illuminating.

If there is an industry in the United States that has been backward-out of step with the timesit is that concerned with the production of cotton textiles. There have been many reasons for this. The chief one was the failure of certain textile manufacturers to keep abreast of developments. They became "soft"—out of date. The importance of cotton textiles to New England cannot be overestimated. A number of mills have fallen on evil times. A few have actually closed down. Yet at the present time there is going on a renaissance in the textile industry which will, within a few years, I believe, make it one of the most successful activities of the country. And it is significant in connection with export sales that certain of the mills are applying to their overseas trade the same progressive methods that they use at home.

The man who, a few years ago, advocated sales research for the cotton or woolen textile trade was looked upon as a good deal of a theorist. What is the situation to-

day? Entirely different. The most extensive marketing analysis is going forward in many directions. The progressive mills are ascertaining just what goods are in demand, into what garments they are manufactured; to whom they can sell their merchandise; what changes must be made in designs, etc., etc. Cloths are being produced to meet the needs of the times. In view of recent developments it is an interesting commentary that although the largest percentage of cotton textiles were worn by women, they were, until a short time ago, styled only by men! How different from the methods of 1927-1928.

In the case of the Pacific, Merrimack and Ipswich mills we have so-called "style advisers," and sales promotion departments are approaching our distribution problems very logically from the woman's point of view. In our efforts overseas we are doing precisely the same. Our export department has for some time been creating goods exclusively for export trade. They are made with no thought of domestic sale.

THE WOMAN'S SLANT

The query may be made: we get the woman's point of view into our export work? The answer is an emphatic yes. And properly so. Wasn't it Kipling who said that "The Colonel's lady and Judy O'Grady are sisters under the skin?" It is true that our style advisers do not always like the patterns that we create for export because they differ materially from those in demand at home. On the other hand, they can tell us when we have the wrong color combinations or point out defects in drawing. They also make other suggestions that are of the greatest value. Apropos of this, it cannot be too strongly insisted upon that in any article involving style, color or design-especially when the article is bought by women-modern export methods demand the application of the woman's viewpoint. By this is meant the assistance of one who has thorough training and the necessary background-one who can speak



65% of our total business is with clients who chose our scruics when they first started advertising



An additional 35% of present McCannbusiness is with clients dating back 5 years or more



40% of our total business is with clients who have been with us for at least 10 years

BUSINESS HISTORY

Those interested in the business history of The H. K. McCann Company may obtain from these simple graphs an idea of the essential soundness of the company's relations with its clients.

THE H.K.M°CANN COMPANY Advertising

NEW YORK
CLEVELAND
CHICAGO
LOS ANGELES



SEATTLE DENVER MONTREAL TORONTO

with authority. It is by such neans that we are today increasing bur ability to supply the women of the world with what they want. This brings us logically to the olace of research in modern ex-porting. The need for continuous and never-ending research and study in the domestic field is apparent. Its importance in the rapidly changing world beyond the borders of the United States is even greater. It is futile to make merely our sales or market analysis and then stop. You have to keep yourself constantly posted. In many countries the desire to become self-sufficient or self-contained is the keynote to national, political, and economic policies. High tariffs are imposed. This has a vital effect on American trade prospects. Where will be the markets of tomorrow if not in new fields or among new classes of the population in old territories? How are these to be discovered without research? Unfortunately, in many lines of business, foreign markets cannot be counted on permanently. But with never-ending research and study the occasional loss of trade due to the imposition of tariffs or the development of local manufacturing may be easily overcome.

In the new competitive era upon which we have definitely entered the responsibility of management is greater than ever before. One of its chief duties is the selection and training of salesmen. efficient salesman for an American firm, who is sent out to canvass foreign markets, has been properly coached before his departure. He has been supplied with all the information that is necessary to do business intelligently; he knows, from records supplied him, full details of past purchases, methods of payment prospects for specific lines of goods, etc. He is supplied with the publications that will enable him to orient himself regarding conditions in the terri-tory he will work; his route is arranged for him; his expenses are thoroughly controlled; the ground is properly prepared for his arrival by advance letters, advertising, etc., in order that he may make the most of his time. All this is in the direction of keeping selling expenses at the absolute minimum. In our own experience we have found that it pays big dividends to take infinite pains in preparing salesmen.

Any discussion of modern methods in exporting would be incomplete without a reference to the importance of manufacturing research. The highly competitive conditions which exist today compel us to know the cost of doing business in every department. Furthermore, we must know the difference in the cost of production when in full operation as well as when only partially so. Inci-dentally, the cost of every line or item must be determined. Such facts permit the naming of special prices when conditions justify.

SEASONAL VARIATIONS

Account must be taken of seasonal variations in demand. Because the seasons in the Southern Hemisphere are the reverse of our own it is often possible to turn this to advantage. When there is a full knowledge of costs, labor can be more intelligently dealt with. It is a strange commentary on American efficiency that too little is still known about costs. Because of inelasticity due to lack of facts orders are lost.

It does not follow that a manufacturer who makes a concession is necessarily a price cutter. Business taken at a loss may, in reality, prove very profitable if judged from the standboint of the operation of the mill or factory as a whole. Naturally, the only safeguard is a proper method of accounting. When the increasing pressure of foreign competition is considered, the advisability of scientific accounting methods becomes more apparent.

Apropos of costs it is astonishing how many firms still carry on without expense or sales budgets. These are a distinct feature of intelligent selling whether at home or abroad. Anyone who has worked with a budget realizes how acutely such figures influence

Advertising Gains Continue in The Brooklyn Standard Union, while other Brooklyn papers lose heavily.

From May 25, 1927, to

From May 25, 1927, to Sept. 30, 1927, the period of new ownership of The Standard Union, the advertising records show:

Standard Union 44,836 Lines Gain

Second Paper 203,300 Lines Loss

Third Paper 349,608 Lines Loss

(Figures from Report of Statistical Department New York Evening Post)

R. S. R. Shinisman

thought. The best expense or sales budget alone will not solve a selling problem. However, it does make for greater efficiency. Method simply cannot be separated from a knowledge of cost of operation. Real facts need not necessarily cause dismay or fear. Very often the exact contrary may be the case. Yet the ostrich policy still dominates many an industrial concern.

Selling, whether in domestic or overseas markets, must be thoroughly planned. No lasting successes can be achieved by haphazard methods. It is vital to tie-up the advertising work with selling if low costs are sought.

The Pacific Mills produce a highly complex line of fabrics both for domestic and foreign trade. In planning our overseas business we begin with the selection of the patterns. The next step is the engraving. From the operating department we learn when the lines will be ready. In order to synchronize our sales and publicity efforts with the date of the opening of the line we start to plan the advertising and the preparation of the sales helps when the patterns are selected. Incidentally the choice of these patterns is based on information obtained from many sources, including our own style adviser in Paris.

By the time the samples are ready to show, our style bulletins, selling talks, and advertising material in general have been prepared. We do not allow our salesmen or foreign agents to guess about the selling arguments. We tell them the "high lights." We also indicate how objections may be met. For many fabrics we supply completely made dresses which show just how the designs will look in the finished article. A calendar or chronological table is invaluable in a properly developed sales plan.

No paper on modern export methods is complete without a reference to advertising. Much of present-day advertising is inefficient. It is written without regard for its readers. It is filled with "hooey." It is not "sold" to the staff. This applies to export as well as domestic trade. How many

firms really "sell" their advertising to their export salesmen or foreign agents?

The trouble is that the value of advertising is taken for granted. The uses to which it can be putthe by-products-are not studied. Too often a certain amount of money is set aside and then spent without further thought. should not publishers, especially of the trade and export papers which circulate abroad, furnish clients with reprints of advertisements and insist upon their being sent to local agents, salesmen, and so on? Surely efforts in this direction would result in much greater efficiency. We not only thoroughly plan our export advertising, but merchandise it also.

MODERN METHODS NEED QUOTAS

Modern export methods require definite sales quotas or budgets. These are not only an aid to efficiency in selling but form the basis of a general inventory control. manufacturer who fails to supply sales quotas to his agents, distributors or salesmen is about in the same position as a storekeeper who tries to run a store without books. It is not necessary to go into details here in regard to the operation of a sales budgetary system. It will suffice to insist on the inclusion of this feature in any modern method of export operations. Our own experience with sales and expense budgets has convinced us of their value.

Reference has been made to inventory control. This is another comparatively recent innovation in business administration. It is just as important a feature in foreign sales work as in domestic trade. It is essential when goods are produced exclusively for overseas. Unless there is such a control, heavy losses may result. Furthermore, turnover will be substantially less than is actually instified.

ally less than is actually justified. Inventory control leads logically to a forecasting system. This is desirable if mills are to be operated with due account for seasonal variations, peak demand, etc. Proper records must be kept of the forecasts made and checked with actual

(Continued on page 206)

THE HOUSE BEAUTIFUL LEADS AGAIN!

This time on the schedule of the

ARKANSAS SOFT PINE BUREAU

LOWEST COST PER INQUIRY
GREATEST RETURN PER DOLLAR
LARGEST NUMBER OF KEYED REPLIES

"—and we have been impressed at the sustained volume of direct inquiry produced by the first insertion on the new schedule. One month after publication of your September issue we are still averaging as many replies per day as during the first week."

THE HOUSE BEAUTIFUL

FOR DIRECT ACCESS TO THE BUILDING, FURNISHING AND DECORATING MARKET— FOR DIRECT ACTION IN IMMEDIATE RESPONSE

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 Arlington Street

Boston, Mass.

Circulation 80,000 Net Paid A. B. C. with bonus of over 10,000 at current rates.

A Graphic Trade-Mark Points the Way to Newspaper Copy

With a Mark That Is Recognizable at a Glance, This Company Finds an Opportunity for a Newspaper Campaign on Sole Leather

By James C. McGrath

pany, of Worcester, Mass., has been in the business of tanning leather and making leather products for seventy-six years. It cannot be called a new convert to It reached the consumer

advertising because its industrial advertisements on various types of belting have long been familiar. Only recently, how-ever, it decided to advertise for other than belting purposes, a leather that had been on the market for many years.

About twenty years ago, Graton & Knight perfected a new process for tanning The new leather. leather was flexible, light in weight, water long resistant and wearing. Under the of Spartan name Leather, it was used for many years by industrial firms for special purposes. No effort was made at that time, to have this leather adopted for use in the manufacture of shoes. advertising was used.

It was not until that a New 1919 England shoe manufacturer, looking for a leather with specific qualities, selected

Spartan Leather. Its advantages as a sole leather quickly became known and its use became more general. Sales grew to such an extent that in 1926, over 700,000 pairs of shoes were produced with Spartan soles. One retail dealer alone sold 30,000

HE Graton & Knight Com- pairs of Spartan-soled shoes. The Graton & Knight Company faced the drawback of having a fine product form part of other manufacturers' finished products.

Give them 'old shee' comfort in their new shoes ~

gh, stiff soles. The first du

SENTENCED to one present week's bard labor Are bealth of you unwittingly doing that to your children's feet when you Spartan is

SPARTAN Leather SOLES Give barefoot freedom to little feet

THE CONSUMER'S THOUGHT IS TURNED TO THE IMPOR-TANCE OF THE SOLES OF SHOES

> identified and as a result sacrificed the greater part of whatever goodwill was created by satisfactory service.

> To increase the demand for this product, a method of identifying the leather was developed and a

Read by More Than Four Out of Five Milwaukee Familie

Reducing Costs On Furniture Sales

DURING the first eight months of 1927, thirteen of the twenty-two national furniture advertisers in Milwaukee new poers wilt maximum sales at one live avertise cost by concentrating in the Milway see Journal exclusively! And they in reason they total lineage in The Journal 228% over the total for the first eight months of 1926.

During the 1927 period The Journal printed six times as much paid national furniture lineage at the other two Milwaukee papers combined.

The most successful advertises in all lines concentrate in The Milwan see Journal alone to thoroughly cover and sell the consistently prosperous Milwaukee-Wisconsin market at one low advertising cost per sale.

THE MILWAUKEE JOURNAL

series of newspaper and businesspaper campaigns planned.

Although already known to the trade as Spartan Leather, it was thought that this was inadequate for consumer identification. "The Spot of Gold" was adopted as a trade-mark. The entire surface of every piece of leather used as soles for shoes is now marked with small golden spots appearing at regular intervals. The average child's sole has about a dozen imprints of this spot and the marks make it a simple matter for anyone to recognize the product.

The first newspaper campaign, which was started in August, will be devoted entirely to the use of Spartan Gold Spot soles for children's shoes. This advertising will continue until November. During this time, one advertisement will appear each week in the papers of thirteen large cities. Subsequent campaigns will advertise the use of those soles in men's and women's, boys' and misses' shoes. The advertising to manufacturers and retailers was also started in August.

The current series of advertisements was prepared after a careful survey was made among mothers of families with varying incomes. As a result, the copy was written from the angles of comfort and health, plus economy. Throughout "Give the entire series the phrase barefoot freedom to little feet," is used as a closing line. thought is carried out further by the incidental use of small silhouettes or sketches of children running or playing. This is in addition to the main illustration in which children are featured.

As the release of the campaign followed shortly after the adoption of the trade-mark, it was necessary to explain that dealers would still be carrying shoes with Spartan soles which had not been branded with "Spots of Gold" Each advertisement, therefore, carries the following paragraph: "Genuine Spartan Soles have spots of gold tattooed into the leather. Note: The gold spots have only recently been adopted so that at present many stores may have Spartan Soled Shoes without this

identification. The dealer's word, however, will protect you." Another sentence which always appears is, "Most quality department stores and shoe shops are now selling Spartan Soled Shoes in various makes, styles and prices."

One of the earlier advertisements has the caption "Healthier, Happier, Little Feet—Walk and Run with Barefoot Freedom on Spartan Leather Soles." An illustration that takes up at least one-third of the space pictures a group of children running about. One of the leaders of this group is barefoot. As a background, or rather a platform for the children to run on, a Spartan sole has been used. The copy, indirectly telling of the importance of having children wear proper footwear, reads:

Doctors say the healthiest feet are BARE FEET, but because your children mast wear shoes, their tender, plastic little feet should have shoes that give them just as much of the freedom and comfort of barefeet as possible.

Dossine. Their little feet can only be as free and comfortable as the soles of their shoes allow them to be. That's why their feet will be happier and healthier if their shoes have Spartan Leather Soles. Spartan is an entirely different leather that is damp proof, slip proof and long wearing. But first and foremost, it is a more pliant, flexible leather that responds instantly to every movement of little foot bones. It gives their feet a new, healthier freedom and comfort they've never known before. It gives them the chance to grow strong and vigorous.

and vigorous.

Because Spartan prevents damp feet and bad falls, it safeguards the present, as well as the future health and comfort of your children's feet. And you'll find that youngsters will get longer wear out of Spartan Soles.

A twelve-page booklet for distribution by retailers tells of the advantages of using these soles. Each one of its qualities are fully explained. As a means of proving the claim of long wear for this product, a page of the booklet is made into a blank form upon which may be kept a record of length of the service rendered by Spartan

Becomes Broomfield, Inc.

The name of the Broomfield-Hancox Company, Philadelphia advertising agency, has been changed to Broomfield, Inc.

Philadelphia

new construction has increased 19% over last year

The Philadelphia Chamber of Commerce reports that during the past eight months (January to August, 1927) there was \$165,506,300 worth of new construction started in the city of Philadelphia, as compared with \$138,717,200 for the corresponding period of last year, the increase being 19 per cent.

Building supplies, material and equipment can be profitably advertised in The Bulletin, because through this one newspaper you can educate and influence in advance those who contemplate building.

Tell Philadelphians about your building materials so they will specify them and ask for them by name.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending September 30, 1927:

548,952 copies a day

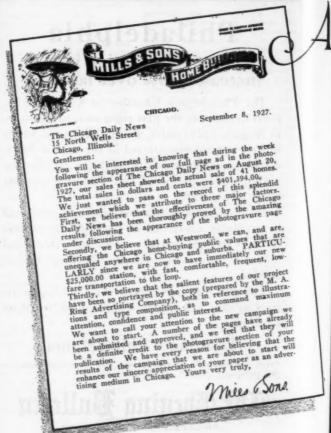
The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

There are 550,000 homes in the Philadelphia retail trading area

New York Office—247 Park Avenue (Park-Lexington Building)
Chicago Office—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit Office—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
San Francisco Office—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1927-Bulletin Company)

Member of Associated Press



THE CHICAGO

NEW YORK J. B. Woodward 110 E. 42d St. Advertising

Woodward & Kelly 360 N. Michigan Ave. MEMBER OF THE 100,000

Average Daily Net Paid Circulation for September, 1927-440,13

Repre

Wood 408 F

(Ave

Page in Photogravure Brings 401,394 in Returns

MILLS & SONS, for over forty years builders and sellers of good homes, are introducing "Westwood—Ideal Community of Completed Homes" to the Chicago home-buyer.

On Saturday, August 20, they published a full-page advertisement exclusively in the Saturday Photogravure Section of The Daily News, selling the sound construction of Westwood homes. The sales sheet for the week following the appearance of this advertisement showed the actual sale of forty-one homes—a dollar and cents return for one day's advertising of \$401,394.

On the basis of these results Mills & Sons are now running a series of full pages exclusively in the Saturday Photogravure Section of The Daily News. "We believe that the effectiveness of The Daily News has been thoroughly proved by the amazing results following the appearance of the photogravure page under discussion," the company writes.

The success of Mills & Sons in this instance is typical of the experience of advertisers with well-planned gravure advertising campaigns in The Daily News. Concentrated circulation plus home readership plus the striking beauty of The Daily News Photogravure Section proves an effective combination for the advertising of any product.

DAILY NEWS

Representatives:

lvertising

-440,13

y ve. DE 100,000 DETROIT

Woodward & Kelly

Wo Fine Arts Bidg.

GROUP OF AMERICAN CITIES

SAN FRANCISCO
C. Geo. Krogness
First National Bank Bidg.

(Average for the Saturday Photogravure Section-442,244)



Oklahoma has a big corn crop this year

KLAHOMA'S 1927 corn crop will be the largest crop in the past five years according to the October Government report. The price of corn is more than twenty cents a bushel higher than it was a year ago.

The cotton and grain sorghum crops will bring more money to Oklahoma farmers than like crops of a year ago. Other crops show gains. In addition Oklahoma farmers have large increases in hogs, dairy cattle, and poultry.

The state banking commissioner reports that bank deposits are increasing in Oklahoma. R. G. Dunn and Company shows an important decrease in commercial failures in Oklahoma in the third quarter over similar periods during the past two years.

Business is good in Oklahoma! Oklahoma farmers have money to spend. They will buy products advertised to them in The Oklahoma Farmer-Stockman, Oklahoma's only farm paper. It is read by 178,428 farm families each issue.

Editor

CABLWILLIAMS TO OKLAHOM Oklahoma City, Oklahoma

RALPH MILLER

Represented by E. KATZ SPECIAL ADVERTISING AGENCY New York Chicago Detroit Kansas City Atlanta

This "Houn' Dawg" Industry Will No Longer Be Kicked Around

It Is Using a Highly Significant Reorganization Plan, Plus Advertising, to Bring Order Out of Chaos

By Jay W. Berwick

Sales Department, Noma Electric Corporation

OUR company is spending \$100,-000 in national magazines and newspapers during the three months of October, November and December of this year to advertise Christmas tree electric decorations.

We will run a camof probably \$250,000 through 1928. More interesting than these figures, though, is the fact that this advertising represents the first concerted effort ever made in our field to put a national trade-mark on decorative lighting equipment, to educate the public to a standard quality under such a trade-mark, and thus to stabilize an industry which, up to now, has made little or no profit for manufacturer, jobber or retailer.

Last year, the public bought electrical Christmas tree ornaments practically unbacked by any advertising and carrying no particular standard of manufacture. This merchandise, made by fourteen or more factories, was distributed by about 7,000 ac-

ER

counts that could buy direct. Prices were cut to the bone all along the line, neither jobber nor retailer made any money, and the public, on the whole, got inferior merchandise.

This year, the public will buy trade-marked equipment carrying such standard parts as Mazda Lamps, only about 600 authorized distributors will handle the prod-

uct, jobbers and dealers as well as manufacturers will make a profit, and, for practically the same price they paid previously for poor decorative lighting equipment, consumers will get superior



MAGAZINE ADVERTISING IS HELPING TO TAKE LIGHTING OUTFITS OUT OF THE ONE-SEASON CLASS

goods on which they can rely. In a year, this change has come about through a group effort on the part of most of the Christmas tree outfit manufacturers and a combined national advertising campaign which, as individuals, none of the manufacturers could have

The making of electric decorative

of the manufacturers could have put on.

Briefly, the background is this. lighting products never has been a year-round business. The four-teen or so manufacturers over the country who turned out such equipment did it as part-time work and had a great deal of grief for their labor. For instance, the majority of electric and hardware dealers who handled these goods did not want to put their money into merchandise before November of each year, and this led to all sorts of credit

abuses. There were, too, as have said, some 7,000 concerns which considered themselves of sufficient distributing importance to buy direct from manufacturers, and many of these who called themselves jobbers actually were retailers with a very minor wholesale The net department. result of this distributing condition was to spread sales 50 thin over the country that most of the really important distributors in the electric and hardware field would not bother with Christmas tree outfits, while the others booted them all over the place. Generally, the industry was disorganized.

The manufacturer, holding the bag with pre-datings, late shipments and only a two-or three-cent profit on

an eight-light outfit that he sold for 90 cents to \$1, and getting little or no co-operation from the distributor or the dealer, was in a very bad way.

dealer, was in a very bad way.

How to overcome such conditions had puzzled manufacturers for years. Since 1915 or there-abouts they had seen a large mortality in the industry, but although they knew the consumer market to offer unlimited potentiality for ever-increasing sales of decorative lights, they did not know how to stabilize the industry.

Meanwhile, to make any profit at all, they were forced to skimp here and there on the assembled product, in quality of lamps and wire and in quality of workmanship, and the situation went from bad to worse. No one of them was making money enough to do any worth-while advertising, in spite of the fact that the manufacturers generally realized that a market was actually waiting for



ANOTHER MAGAZINE ADVERTISEMENT FRATURING THE USE OF NOMA OUTFITS AT HALLOWEEN

a first-class product. Neither could they reach this untapped market through the help of distributors, because high-class jobbers were not interested in taking on merchandise that was admittedly undependable.

J. Block, president of our company and one of the manufacturers still in business two years ago, decided that something must and could be done to change such ridiculous manufacturing and merchandising conditions and to stabi-

lize this industry. His idea was for the manufacturers to get together on a firm platform that would allow for mass purchases, elimination of overhead, elimination of sales duplication and the manufacture of a quality product, soundly distributed and advertised

under a single brand name. Mr. Block's thought was that through this plan Christmas tree ornaments could (1) be turned out in higher quality to a broader market to give everyone from manufacturer to dealer a good profit, (2) be backed by advertising of a really educational nature, and yet (3) be sold for practically the same retail price. Simply, with the proper organiza-tion of the entire industry the existing wastes could be changed

into profits.

About a year ago, eleven manufacturers of the National Outfit Manufacturers Association became the Noma Electric Corporation organized to carry out Mr. Block's Manufacturing interests were pooled and the new concern took over certain patent rights, these rights also being leased to other, smaller outfit manufacturers.

The Noma corporation then started out with the definite intention of advertising extensively and with the knowledge that the first essential to complete success in getting desired distribution and wider markets through such a campaign was a good product to back the proposed advertising. Distributors, dealers and consumers were to be made aware that the Noma mark was to stand for highclass outfits, but first the outfits had to be made to stand up to the advertising.

The first step, therefore, lay in raising the quality of the product. This was done by making the new outfits of such standard parts as Mazda lamps, wire from first-class makers, General Electric Company's attachment plugs, and so on. In certain sets, Bake-lite sockets were used, and most all parts finally included came from manufacturers whose national advertising had helped build their

reputation.

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The second step, the quality of

the product having been set, was to raise the standard of distribution, and this second step was radical. It consisted of cutting the former 7,000 nondescript jobbers to about 600 authorized Noma distributors.

Instead of slicing, we actually ult up. That is, we started built up. That is, we started afresh, as if we were coming on the market as beginners. After careful study we made up a se-lected list of 1,000 wholesalers in the electric and hardware field whom we felt were justly entitled to be our distributors. This list included high-grade concerns distributing electrical merchandise, such as typified the jobbers who previously scorned to handle Christmas tree outfits because of price derangement and lack of legitimate profit.

ANNOUNCEMENT BY CATALOG

A catalog was our first announcement of Noma products to the trade, offering many new novelties. And this first word was sent out only last May. To this picked list of 1,000 prospects we sent an accompanying letter which was brief and clear. In it we told that our aim was to stabilize Christmas tree outfit sales by distributing through legitimate outlets; that we intended to support our jobbers; and that we, as manufacturers, were going to promote sales through extensive educational advertising.

In this introduction of Noma to prospective distributors we also included data of normal sales of similar products in the jobbers' districts during previous years, the thought being to show how much business they could expect right off as a minimum. We made it clear, however, that we were not offering exclusive distribution but that we were offering them the chance to be one of a limited group of first-class distributors over the

At the same time this first announcement went out to prospec-tive jobbers, we put a complete set of samples into the hands of about twenty-five salesmen whom we sent to cover the country, each in his own exclusive territory.

The fifth part of this trade in-

troduction was the word-of-mouth story told by our men of our aims and forthcoming advertising.

Due to our announcement with its story of Noma and due also to our salesmen's work, we obtained approximately 600 distributors from the 1,000 prospects on our picked list, and these today are the only jobbers handling the Noma line.

The dealer section of our efforts to gain high-grade distribution was opened in September when we sent a four-page folder to 50,000 electric, hardware and toy dealers and stores with such departments. Besides sending these folders from our main office, we also had distributors send them out with their reprint, thus reaching the dealer several times with the same piece. In October, we followed this dealer folder with a second leaflet stressing our advertising.

This brings us to the third fundamental step in rejuvenating the Christmas tree ornament industry—consumer advertising—and here we have, I believe, the most interesting angle of all.

POINTING TOWARD CHRISTMAS

Naturally, we were pointing toward Christmas, for our product is made primarily for the holiday season. But, because for years it has been known to the industry that other holidays could be sold, we decided to build up to Christmas by advertising Hallowe'en and Thanksgiving as well. So instead of waiting for the Christmas advertising period, we began our advertising in the October issues of five national weekly and monthly magazines and fourteen newspapers, featuring Hallowe'en.

Our November advertising, following out this plan, will stress Thanksgiving. In December, Christmas will hold the spotlight.

All these initial advertisements are following the two basic ideas on which we expect to reach our market—that decorative lighting lends charm to every festive occasion and that the Noma mark stands for dependability in such lighting.

Our advertising constitutes a splendid selling appeal for our

salesmen to use on distributors and for jobbers' men to use on dealers. Accordingly, we made up an advertising portfolio which anyone could read through intelligently in six minutes, and of these we distributed 10,000 so that all salesmen in the trade would have one. With this portfolio and a catalog, the salesman would almost have to carry no samples.

Our first advertisement to the public very quickly brought direct returns. To these inquirers we sent catalogs and names of local dealers.

Altogether then, within a year, what was an unprofitable business for almost everyone concerned has, by organization and money spent to tell the public about the dependability of the product, been put on a sound merchandising basis. Where first-rate jobbers would not handle the miscellaneous merchandise of many manufacturers whose sales were thinly spread over various territories, today the highest grade of distributors are glad to take on the line.

Where dealers previously would not attempt to stick to legitimate prices, today they are showing a distinct desire to keep away from cuts, because our national advertising aims to create a high-class market to which the apepal is not price but dependable quality.

And where the householder formerly hesitated about decorating with miniature lights because they so often failed him in the pinch and caused electrical trouble of many sorts, he now has the assurance that they will serve him as well as the large Mazda lamps in which advertising has given him confidence.

Because of the assured market for a trade-marked outfit of dependable quality, we already have laid out, and in some cases paid for, advertising for 1928 to an amount considerably larger than will be expended during 1927. This is based on a potential market constantly growing through normal population increase and through normal increases in the general use of electricity and in the case of electrical appliances.

The interesting feature of our



What's Needed for the Bathroom? —Someone Decides Every Day!

EVERY home is a buying headquarters—and every day someone checks over the bathroom supplies to see what is needed. Toilet soap, tooth paste, shampoo, face lotion, mouth wash . . . these are just a few of the bathroom needs that constantly must be replenished.

Getting your advertising message to the "buying headquarters" throughout Indianapolis and its trading radius is a simple matter. Your logical choice is The INDIANAPOLIS NEWS. The NEWS goes direct to practically every worth-while home in Indianapolis, and to many thousands of the best homes—the key buyers—throughout the 70-mile Indianapolis Radius.

The NEWS is essentially a home-delivered, home-read newspaper. It goes where the buyers live, and tells the buyers what to buy. . . . The NEWS gives you the greatest daily circulation in Indiana and the most valuable type of circulation!



The INDIANAPOLIS NEWS

DON. BRIDGE, Advertising Manager

New York: DAN A. CARROLL

Chicago: J. E. LUTZ The Tower Bldg.

"Destination

READ HOW ARMOUR AND COMPANY USED THE NEW YORK EVENING JOURNAL TO PUT DONA CASTILE SOAP FIRMLY ON THE NEW YORK MARKET.

ARMOURADE COMPANY

1358 WEST 318' STREET

CHICAGO, ILLINOIS)

ARMOUR SOAP WORKS

DISTRICT SALES OFFICE 100 SHOADWAY NEW YORK, N. V. September, 20th, 1927.

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New York Evening Journal 2 Columbus Circle New York City

Gentlemen:

Three months ago almost to the day we started the Dona Castile Soap campaign in New York City with sixty salesmen working in crews. We have completed three coverages of all the potential outlets in the Metropolitan area. During all this time we received the benefit of the valuable experience gained in previous campaigns by your Merchandising Dept.

Measured either from a standpoint of the individuals or the staff as a whole, they have functioned for us in a way we have not experienced before and their assistance in routing men, compiling reports and furnishing us with accurate information which we could turn into sales, has contributed splendidly towards the success of the first phase of our campaign.

This merchandising work gave us the perfect tie-up to get the greatest benefit from the black and white and color advertising we ran in the Journal. The reproductions of the color pages were well distributed by our own crews and your men, and this, combined with our display material, has resulted in our getting much more than the average window display space given to a new product.

The writer wishes to personally express his sincere appreciation for the very real assistance rendered him in the last three months.

Very truly yours,

District Sales Manager

-NEW YORK"

The New York Evening Journal will carry your goods swiftly and surely to the heart of the New York market.



In thousands of freight trains roaring over a hundred lines,—a mighty stream of merchandise pours constantly into the New York market. For here, within a fifty-mile area is the richest, most populous trading area in the world.

Here, within shopping distance of the city are 9,000,000 consumers-more than in all New England.

Here is concentrated more wealth, more money and buying power than in seven large midwestern States combined!

The New York Evening Journal is

the key to the New York market. Of all the people who read a New York evening newspaper, almost every other one buys the New York Evening Journal.

Its circulation of 680,681—at three cents a copy—is greater than those of the next two New York evening newspapers combined, plus 87,000. It is more than double the circulation of the next New York evening newspaper—plus 51,000!

Let the New York Evening Journal carry your goods swiftly and surely to the heart of the New York market!

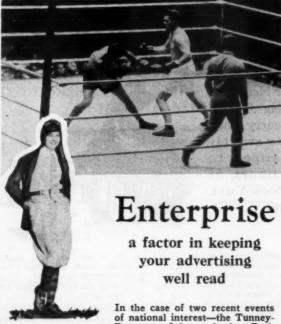
NEW YORK EVENING JOURNAL

Greatest Circulation of any Evening Newspaper in America and a QUALITY Circulation at THREE CENTS a Copy Daily and FIVE CENTS a Copy Saturday

913 Hearst Building Chicago, Ill.

ed

2 COLUMBUS CIRCLE New York City General Motors Building Detroit, Mich.



Dempsey fight and the Ruth Elder flight—citizens of Detroit had their news-hunger satisfied first by the HOME newspaper of Detroit.

Pictures of the Tunney-Dempsey scrap, carried by airplane, were published in The Detroit News before any other Detroit newspaper gave them to the public; and news of Ruth Elder's rescue at the Azores appeared in two extra editions of The Detroit News before any other Detroit newspaper ran the "story."

Those who use The Detroit News for conveying their messages to the Detroit public can not help but benefit from the results of such distinctive enterprise, for more than ever advertisers realize the value of the medium that is read for its news—a factor that has made The Detroit News the home newspaper for 54 years.

The Detroit News

For 54 Years Detroit's HOME Newspaper

experiences lies, therefore, not in the amount of money that we have spent in 1927 and will spend in 1928 on advertising, but in the fact that advertising, by enabling us to tell consumers about a branded, dependable product which carries with it the prestige of assembled, advertised merchandise, has stabilized an industry that a year ago was practically in a chaotic condition. And national advertising, in our case certainly, will get full credit also for transforming a part-time business into an industry whose goods have an all-year-round market.

Which Costs More Per Inquiry-Large or Small Space?

NEW YORK ADVERTISING AGENCY NEW YORK

Editor of PRINTERS' INK:

I have been trying to reconcile a statement made by Mac Martin in your August 18 issue with a survey made by Daniel Starch. Mr. Martin says a page unit often actually costs less money than smaller units, considering the number of inquiries and the busi-

ness gained.

Mr. Starch's survey, which is based on 1,395,800 responses from 907 advertisements, shows the following:

	No. of Replies		
Size of Space	Size-	per 100,000 Circulation	Reply
One page		225.3	10G.0 %
One half page	50	120.4	53.5
Quarter page.	25	71.8	31.9
Sixth page	17	38.9	17.3

What's the answer?
MARVIN SMALL.

MR. MARTIN, to whom we showed Mr. Small's letter, expresses the hope that nobody took the comments in his article as being absolutely conclusive.

"Knowing Dr. Starch as I do," he adds, "I am sure he would not wish the results of his survey to be considered in that light either.

Dr. Starch, it must be remembered, gives averages only. feel sure that the full records of his survey would clearly substantiate Mr. Martin's statement, made in his PRINTERS' INK article, that the page unit often actually costs less money considering the number of inquiries and the volume of sales made from them. Mr. Martin did not say that this always is the case or that it is true even in the majority of cases.

Suppose, however, for the sake of argument that Dr. Starch's averages as to the inquiry pulling power of advertisements in smaller than page units can be applied universally. They cannot, of course, but suppose they can. Even at that they show only a slight difference in favor of the number of inquiries alone-3.5 per cent in favor of the half-page, 6.9 per cent for the quarter-page and .3 per cent for the sixth page. This would seem to be rather a small premium to pay for the additional values of the page unit as set forth in Mr. Martin's article. Among these he listed the enthusiasm of the salesmen, the pride and co-operation of the dealers and the opportunity to present a more complete and pleasing story.

This little discussion reminds us that advertising is and always will be an art; it can never be an exact science. So, in considering advertising and its applications, it is dangerous to make conclusions in the first place and in the second place to base even considerations on averages .- [Ed. PRINTERS' INK.

Appointed by Belding-Heminway

Belding, Heminway & Company, New York, silk manufacturers, have ap-pointed Cowan, Dempsey & Dengler, New York advertising agency, to direct the spring and summer advertising campaigns for 1928.

F. J. Crowell Joins St. Louis "Star"

Francis J. Crowell, formerly advertising manager of the Kansas City Journal-Post, has been appointed advertising director of the St. Louis Star. He was at one time with the New York Daily Mirror.

J. S. Yates, Art Director, Frank Seaman

James S. Yates, formerly with Bar-ton, Durstine & Osborn, Inc., and N. W. Ayer & Son, has been appointed art director of Frank Seaman, Inc., New York advertising agency.

Where Do Good Salesmen Come From?

Every Trade and Occupation Is Full of Potential Salesmen

By Everett R. Smith

Advertising Manager, The Fuller Brush Company

OOD salesmen come from al-G most anywhere that men may be found who have intestinal fortitude—or, if the editor will per-mit me to say so, "guts." Given that qualification, a man can be turned into a good salesman with the proper care, guidance and instruction, almost regardless of his "previous condition of servitude."

We must admit, of course, that for the selling of certain types of articles varying degrees of education and polish or social instincts are required. But to a surprising degree these, too, can be built on to the man who has the necessary

stuff in him.

The possession of "guts," however, does not necessarily mean that such a man automatically and naturally finds his way into salesmanship. It does not mean that he is a born salesman.

Many of the best salesmen are not selling goods today. This is proved by the fact that many of our best salesmen were not selling goods two or three years ago. You doubt it, perhaps. Well, here is

proof.

In 1922 there was a young man working as a barber, in which profession he had been trained. Barbers receive varying incomes in different parts of the country; this man's earnings averaged less than \$30 per week. He was given the regular salesman's training that our company provides its men, and within less than two years he was earning \$125 a week and more as a salesman. That is above the average earnings of house-to-house salesmen by a considerable margin, so we must confess that this young man became more than an average salesman.

Another young man was working as a chauffeur and earning \$35 a week. He soon became so successful as a salesman that he has

for some time been in charge of a branch office and, as a sales executive, has placed his office among the first three in the country.

We might not think of looking in a woolen mill for a good salesman. If we had looked at a cer-tain Jacquard loom a short time ago we would have seen a young man busily at work earning his \$25 a week. Later he went with a big electrical company for a \$5 increase. He is now a salesman earning twice that much.

I know a number of carpenters who have become successful salesmen. One such man whom I know earned \$280 a month in his first five months as a salesman, which was considerably more than he was earning as a carpenter.

Another man was working as a truckman and earning \$100 a month in a small Pennsylvania He hated to give up his town. steady job and become a salesman with all its risks and uncertainties, but a friend persuaded him to do so and he was soon earning more than three times as much as he had as a truckman.

SALESMEN FROM THE SHOP

Many companies are today realizing that they can find salesmen in their factories and offices. Ill health has been a blessing to many factory and office men who have been compelled to seek outside employment as a result of it, and have become successful salesmen. I know a great many such men, and there are thousands of them throughout the country. I know of one man who worked for over twenty-five years as a machinist. With almost a lifetime of machine-shop work back of him, perhaps one would hardly think of him as being a successful salesman. He is one of several machinists who have become marked successes in house-

THE HOUZE OF JUAN/DOWN

247 Wast 87 troot, New York

"It gives me pleasure to tell you of the great success we have had. We sent out the dealer folders ahead of the appearance of Vogue's issue carrying the first advertisement and before this issue of Vogue ever appeared on the newsstands we did a volume of business running into the hundreds of thousands and which even surpassed our greatest expectations.

"While the undoubted merit of quality and chic in Swansdown coats, together with the industry of our own organization, accounts in no small part for this great success, we want to acknowledge the great power that we have found Vogue to be.

"The merchants' valuation of Vogue is high and in tying up to the power of Vogue we have been able to achieve one of the greatest successes of the entire industry."

(signed) Mark S. Erdrich

VOGUE

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

to-house selling. One machinist in particular averaged over \$5,000 a year for several years in houseto-house selling.

Still another example is that of a man who had spent his life until he was forty as a steamship company clerk. He has been an exceedingly successful salesman since giving up his previous job, and at the present time is a minor sales executive and making a marked success there.

A very successful salesman who is working for one company in the direct-selling field had previously driven a laundry truck.

Drivers of delivery wagons, grocery clerks, laundry men and others with similar occupations are a fertile field for sales material. They are accustomed to contacts with the public and have learned to get along with people. Though they may not have been selling, if they have the stuff in them they make the best type of salesmen.

I recall another man of middle age who had spent several years as a trolley-car conductor. As a salesman he was a marked success and was soon receiving a very substantial income.

Where do the successful salesmen come from? Raw material for successful salesmen is to be found everywhere except in sales organizations. Many organizations today consider every individual of pleasing type, with a requisite education, a prospective salesman. They have long since given up trying to steal salesmen from one another. The supply of sales material is much vaster than we think. It requires but a little patience to find them, and then we have a wonderful opportunity of shaping this raw material without previous prejudice and unfavorable background and forming it along successful lines adapted to our own needs and purposes. Every trade and occupation is full of potential salesmen.

Joins Dallas Printer

Louis Louchard, advertising manager of E. M. Kahn & Company, Dallas, Tex., has joined the advertising department of the Johnston Printing & Advertising Company, also of that city.

New Officers of Agency Association

Washington Bureau of PRINTERS' INK (October 25.)

JOHN BENSON, of Chicago, will be elected president, H. K. McCann will be elected chairman of the executive board, Henry Ewald will be elected vice-presi-dent and E. De Witt Hill of the H. K. McCann Company, will be re-elected treasurer of the American Association of Advertising Agencies if the recommendations of the executive committee are accepted by the members of the association at their meeting on Thursday at Washington, D. C.

Mr. Benson formerly held the office of president. A four-year presidential term will be an innovation, the term heretofore having been for one year.

Harry E. Burns Heads Florida Advertising Business

Harry E. Burns & Company, Inc., is the name of a new advertising business which is being started at Jacksonville, Fla. Harry E. Burns, formerly with the Lesan-Carr Advertising Agency, will be president and general manager. William H. Burns and S. A. Evans will be vice-presidents and Coralie S. Burns, secretary and treasurer.

Advanced by L. C. Smith & Corona Typewriters

Charles J. Rogers, for sixteen years manager of the Washington branch of L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y., has been made domestic sales manager of that company. He succeeds A. Merritt Simpson, who has become manager of the San Evanciaco branch branch. Francisco branch.

Stanley H. Jack Agency

Appoints Q. H. Moore Quentin H. Moore has been appointed Quentin H. Moore has been appointed art director and production manager of The Stanley H. Jack Company, Inc., Omaha, Nebr., advertising agency. For the last three years he has been with the Warfield Advertising Company, Inc., also of Omaha.

Joins Sandmeyer Agency

Lee L. Spach has been appointed a representative of R. E. Sandmeyer & Company, Chicago advertising agency. He was recently with the Hearst new-paper organization. At one time he was Western manager for I. A. Klein, publishers' representative. lishers' representative.

Important Correction

IN the October 13th issue of Printers' Ink, The Evening American credited itself with a gain of 468,058 lines of local advertising in the nine months ending September 30th, and the Daily News a gain of 4,948 lines during the same period.

These figures are not correct. Here are the right ones for the same period:

Evening American, 288,727 lines GAIN Daily News 360,789 lines LOSS

The circulation figures in the same advertisement are correct. For the six months ending September 30th, The Evening American's 552,376 average circulation exceeded that of the Daily News by

116,627



a good newspaper



All the
Little
Anxieties
of a Modern
Home

THE proper polishing of floors and furniture, the dusting, the sweeping, the care of silver and china—any one of a hundred-and-one such important little anxieties in the modern home are shared by Delineator Home Institute itself.

Here in the Institute every phase of home making is enacted just as it is enacted in your home or mine.

But always with this plan in mind: to tell the million and a third homemakers who follow Delineator's lead





The photographs were taken in the combined livingand-dining room of Delineator Home Institute.

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how these little anxieties may best be obviated, how the innumerable little cares of home-making may best be lightened.

In other words, to aid the modern American woman in her own unceasing purpose—to further the Art of Gracious Living.

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

The part that the children play is so important that it cannot be ignored

"Youth rides triumphant in modern advertising" is the way one writer headlines it.

Story-booklets interest the young and old alike. They have a definite value, because they find a place in the home and keep it.

No home that has children will consign one of these booklets to the oblivion of the waste-basket.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE NEW YORK Telephone: Lackawanna 4300

Examples of what we are doing for national advertisers will be sent to interested executives on request.

Delineate

United Action in Advertising's Defense Asked by Audit Bureau

Campaign for More Advertiser Members Comes from Bureau's Annual Convention in Chicago

THE Audit Bureau of Circulations at its annual meeting at Chicago last week strongly indorsed the suggestion of P. L.

Thomson, its president, that more advertisers should be urged, to become members and thus present a stronger front in the effort to eliminate waste and increase general advertising efficiency.

Having in mind the activities of the Federal Trade Commission (which were reported in the last two issues of PRINTERS' INK) and other influences, some of them insidious, that unquestionably are working against ad-

vertising, the Bureau fully agreed with Mr. Thomson's remark that "advertising seems destined to be on the defensive during the next

few years."

Recognizing that publishers, advertising agents and advertisers are natural allies in the process of constructively working to advance the country's best business interests, the Bureau called upon advertisers to lend their names and influence to the highly essential object of continuously raising circulation to the highest possible standard. As proving its sincerity in the way of everlastingly striving for a better class of circulation—and to make it something from which all doubts shall be removed—the Bureau took decisive steps toward clearly differentiating between morning and evening newspaper sales. It will help make editorial content, rather than premiums, the ele-ments around which subscription lists of member publications shall

As further showing its value to the advertiser, the Bureau also went on record as striving for a basis of "setting trading areas which shall be recognized as a sort of common denominator for advertisers and publishers alike."

This action, taken on Mr. Thomson's recommendation, was perhaps one of the outstanding forward steps authorized at the convention. In the stress of considering other somewhat more spectacular matters, the action in the matter of trading areas was so quietly registered that its true significance was perhaps overlooked. However, the advertisers of the country will be interested to know that the Audit Bureau is



P. L. THOMSON

joining hands with the Association of National Advertisers in extending co-operation to the Department of Commerce to the end that a more accurate determination of trading areas as a basis for national marketing campaigns shall be made. It was fully recognized that among the different classes of publishers, and frequently among publishers in the same class, a wide variation of opinions exist as to what actually constitutes a normal trading area in any particular case. This condition, it was admitted, must necessarily be confusing to the advertiser and therefore it is something that all concerned should want to work out for mutual benefit.

PUBLISHING STANDARDS MUST NOT BE LOWERED

"The A. B. C.," Mr. Thomson-told the Bureau, "is and should be a deterrent to all irregularities in circulation getting. We must not let our publishing standards be lowered in the wild scramble for mere numbers. Business is insisting upon definite information about its markets and the mediums for reaching them. The

A. B. C. therefore may take pride in the place of authority which is accorded to its reports. Certainly we can go on record as deploring all methods of gaining circulation which are open to question, and, in the interest both of advertising and publishing, to call for the development of the business along lines which meet the highest ethical standards."

Mr. Thomson called attention to the fact that while the Burcau was organized primarily for the benefit of advertisers, and most of the cost is met by publishers, only 141 national advertisers actually are members of the Bureau and pay dues. Yet the advertisers very properly have a majority membership on the board of

directors.

"There is," he said, "probably none of the nation's great advertisers who discounts the useful work which the Bureau is doing in setting the standards for circulation, because it thus contributes substantially to make their advertising dollars productive. point is that, while they recognize this, these advertisers plead that they are accustomed to use the Bureau's service in the form of A. B. C. reports supplied to them without expense by publishers as a necessary measure of what they have for sale, and it is not clear why they should pay from \$60 to \$240 a year for a service which now is available without a specific fee. Moreover, they say, even if there were no such thing as advertisers' dues, and the Bureau was supported entirely by publishers, that cost would be passed along as an element in the rate per line and ultimately paid for by the advertiser, just as he pays almost everything else.

"The logic of this reasoning is sound, but it presupposes that advertiser membership is wanted as a financial consideration rather than as a moral value. It isn't the few thousand dollars of advertisers' money which the Bureau needs, although that would be welcome in expanding the work. It is particularly their interest in and their identity with this movement of verified circulation in

which they all believe and by which they daily profit. At the very heart of the Bureau is the conception of publisher, agency and advertiser meeting in a tri-party association to set up in the common interest standards circulation and the means of enforcing them. It was an ideal, but it has worked, and nobody wants to go back to the former days of confusion. But I would remind American advertisers that only a mere hundred or so of their number have identified themselves with the A. B. C. That means that most advertisers are failing in the most tangible expression possible of their faith in. their alliance with, and their support of this great American movement of verified circulation. Isn't it about time the national advertisers embrace this opportunity?"

Having in mind all the foregoing, it was generally conceded at the meeting that the time unquestionably had come for the Bureau to make a definite ruling on the question of what constitutes morning and evening newspaper circulation. To this end, the following resolution was passed by the Newspaper Di-

vision:

The A.B.C. shall not designate the pre-dated circulation of an evening newspaper as morning circulation or the pre-dated circulation of a morning newspaper as evening circulation. Further than that, the auditor's report and publisher's report shall in all cases show the precise time of all editions on typical days and the number of copies printed on each edition. This resolution cancels all rules or regulations which may in part or in whole conflict with it, but this resolution shall not be interpreted to abrogate or limit the rule now in force which reads as follows: "When pre-dated issues are issued, the pre-dated edition circulation shall be starred and reference made to it at the bottom of Page 1."

When the resolution was submitted to the Bureau as a whole, it was voted down because of the thought, expressed by some members, that it might not be altogether clear to the space buyer and that it would work an injustice upon certain individual publishers.

To meet the situation, however, the Bureau instructed the board



CIRCULATION

THE combined increase in circulation shown by the four standard-size weekday morning newspapers of New York, for the six months ending September 30, 1927, as compared with the same period last year was 104,-646 copies.

—Of this, THE WORLD'S gain of 51,787 represented 49%





of directors to proceed at once to prepare the very best solution possible, considering all the facts in the case, and submit the matter to the full membership by a mail This will be done at an vote. early date

'As touching upon the premium method of getting circulation, the Bureau adopted this resolution which was submitted by the Farm

Paper Division:

Anything (excepting periodicals and newspapers) offered to the subscriber either free or at a price for or with his own subscription, either direct, through or by an agent, shall be considered a premium. At least 50 per cent of the subscription price, plus the full value of the premium whether stated or not, must be collected to make the subscription valid. This applies to carrier as well as mail subscriptions.

Another resolution, coming from the Farm Paper Division, coming recommends that when county counts of circulation are sub-mitted to the Bureau by publishers, they should be audited. This was referred to the board of

directors for action.

The directors also were asked to substitute a word for "country" in designating other than city circulation. It was brought out by the farm papers that this word used on the newspaper audit form frequently misinterpreted by advertisers as referring to rural routes. There was general agreement that this change should be made and managing director Harn asked that all publishers and advertisers do some heavy thinking toward getting a happily descriptive word about which there should be no doubt.

Looking toward the simplification of the Bureau's reports, the directors were asked to apply the present form of farm-paper analysis both to magazines and farm papers. The Magazine Division went on record as approving this so far as breaking down the present distribution analysis by towns

of 1,000.

In memory of the late Stanley Clague, the Bureau, by a standing vote, adopted this resolution:

The members of the Audit Bureau of Circulations express their deep sorrow at the untimely passing of Stanley

Clague, late Managing Director of this Bureau. Stanley Clague for more than a quarter of a century was a major factor in advertising and publishing in America. In large measure this Bureau owes its incention to his vision and his initiative; its growth to his enthusiann, his energy, and his self-sacrificing devotion to a cause which to him was almost a religion. His innate sense of fair-dealing, his diplomacy, his courage, won the respect and admiration of the publishing and advertising world; his qualities of character, his personal charm: irresistibility awakened the love of all who were closely associated with him. The members of this Bureau will cherish the memory of Stanley Clague—a practical man whose actions were inspired by ideals; an idealist who acted rather than dreamed; a man of affairs who built upon honor and integrity. The world is better that he lived.

The following directors were elected to serve for two years:

Advertisers' Division - Stanley E. Baldwin, Willard Storage Bat-tery Co., Cleveland, Ohio; S. E. Conybeare, Armstrong Cork Company, Lancaster, Pa.; F. R. Davis, General Electric Co., Schenectady, N. Y.; T. F. Driscoll, Armour and Company, Chicago; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; P. L. Thomson, Western Electric Company, New York; W. K. Towers, Paige-Detroit Motor Car Co., Detroit,

Advertising Agency Division—rank E. Hermes, Blackman Frank E.

Company, New York.

Newspaper Division-Walter A. Strong, Chicago Daily News; James C. Dayton, New York Journal.

Magazine Division-S. R. Latshaw, Butterick Publishing Co., New York.

Farm Paper Division-E. T. Meredith, Meredith Publications, Des Moines, Iowa.

Business Paper Division—E. R.

Shaw, Power Plant Engineering,

Chicago.

The Newspaper Divisional Committee, which is constituted to pass on matters of interest to the newspaper members and them to the board of directors, was reorganized to consist of: Gardner Cowles, Register Evening Tribune-Capital, Des Moines, Iowa; T. R. Williams, Sun-Telegraph, Pittsburgh, Pa.; Hugh A. O'Donnell, New York

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Some little sums in circulation

The semi-annual reminders of The Times-Picayune's dominance in New Orleans have been filed with the Post Office Department. They are the New Orleans newspaper publishers' statements of circulation for the 6 months period ending Sept. 30, 1927. Here are the figures:

and the residence of the later	DAILY	SUNDAY
THE TIMES-PICATUNE	92,157	128,689
2nd Newspaper	60,688	79,845
3rd Newspaper	50,782	89,475
	35,671	

The Same Situation from Another Angle: (Compared With Last Semi-Annual Report)

THE TIMES-	DAILY	SUNDAY
PICAYUNE	Gain 4,867	Gain 2,968
2nd NewspaperI	Loss 89	Loss 3,176
3rd NewspaperI		Gain 15
4th Newspaper	Fain 1.699	

And from Another Angle, The Times-Picayune's Lead Over:

		DAILY	SUNDAY
2nd	Newspaper	 31,469	48,844
	Newspaper		39,214
	Newspaper	56 486	

"First in Circulation-Any Way You Want It"

The Times-Picagune M In New Orleans VA

Member 100,000 Group of Am. Cities, Inc. Member Associated Press

Representatives: CONE, ROTHENBURG & NOEE, INC. Pacific Coast Representatives: R. J. BIDWELL CO.

Where Reading

In Baltimore the newspaper reader outnumbers the "headline skirnmer" by more than a comfortable percentage.

Perhaps the readability of the Sunpapers—Morning, Evening and Sunday—has something to do with that situation. Perhaps it is because Baltimore is so essentially a home-loving town.

Whatever the cause — the effect is apparent to every observer. Baltimoreans read the Sunpapers withreligious regularity from first page to last. And they read the Sunpapers in the comfort and seclusion of their homes—with time to digest what they read, whether news matter or advertisements.

The Sunpapers appeal to Baltimoreans because they are complete news-

Is Not a Lost Art

papers — as complete in advertisements as they are in news. Only in the Sunpapers do the big local retail advertisers publish their announcements in full—a fact that is known to the women who buy for the homes of Baltimore.

Reading is still a popular indoor pastime in Baltimore—and ads in the Sunpapers stand the best chance of being read.

Average Net Paid Circulation for the Six Months Ending September 30, 1927

> Daily (M & E) 251,594 Sunday - - - 196.586

Gain of 3,532 Daily and 6,701 Sunday Over the Same Period Last Year

Everything in Baltimore Revolves Around





MORNING

EVENING

JOHN B. WOODWARD Bowery Bank Bldg., 110 E. 42nd St. New York

GUY S. OSBORN 360 N. Michigan Ave. Chicage C. GEORGE KROGNESS, First National Bank Bidg., San Fran

BALTIMOREANS DON'T SAY "NEWSPAPER" -THEY SAY "SUNPAPER"



Starting from scratch in 1922 — the circulation of the

Detroit Times Sundays

for the last six months averaged

323,095

The Times Is Growing With Detroit

Times; William F. Schmick, Baltimore Sun; E. K. Gaylord, Oklahoman, Oklahoma City, Okla. The Farm Paper Divisional

The Farm Paper Divisional Committee, which performs a similar service for the farm papers, follows: P. E. Ward, Farm Journal, Philadelphia; James Irvine, Country Gentleman, Philadelphia; P. D. Mitchell, Farmer's Advocate and Home Magasine, London, Ont.; W. G. Campbell, Farmer's Guide, Huntington, Ind.; W. C. Allen, Dakota Farmer, Aberdeen, S. Dak.

Here is the newly chosen Canadian Advisory Committee: Advertisers, J. Murray Gibbon, Canadian Pacific Railway Company, Montreal, Que. Advertising Agents, William Findlay, William Findlay Company, Ltd., Toronto, Ont. Newspapers, Frank Burd, Province, Vancouver, B. C.; George E. Scroggie, Mail and Empire, Toronto, Ont.; E. H. Macklin, Free Press, Winnipeg, Man.; Henri Gagnon, Le Soleil, Quebec, Que.; T. F. Drummie, Telegraph - Journal, St. John, N. B. Magazines, H. V. Tyrrell, MacLean's Magazine, Toronto, Ont. Farm Papers, P. D. Mitchell, Farmer's Advocate and Home Magasine, London, Ont. Business Papers, M. McKnight, Consolidated Press, Ltd., Toronto, Ont.; M. J. Hutchinson, Hugh C. MacLean, Ltd., Toronto, Ont.

The board of directors met, following the session, and elected the following as general officers of the association: President, P. L. Thomson, Western Electric Company, New York; vice-president, F. R. Davis, General Electric Company, Schenectady, N. Y.; second vice-president, Stanley R. Latshaw, Butterick Publishing Company, New York; third vice-president, David B. Plum, Troy Record, Troy, N. Y.; secretary, Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago; treasurer, E. R. Shaw, Power Plant Engineering, Chicago.

The Bureau adopted a resolution strongly commending the work of managing director O. C. Harn during his first year in office—also that of chief auditor E. W. Chandler and his fifty-four auditors. The by-laws of the organization were amended so that Mr. Harn's contract as managing director might be extended to five years. Heretofore it has been the rule for the board of directors to engage the managing director by the year.

Wheatsworth, Inc., Appoints Foote & Morgan

Wheatsworth, Inc., New York, Wheatsworth whole wheat biscuits, etc., has appointed Foote & Morgan, Inc., New York advertising agency, to place its advertising. Newspapers, magazines, direct mail and radio broadcasting will be used.

Advertising for Wheatsworth, Inc., is prepared by the Samson Service, Washington, D. C.

W. L. Towne Joins O. S. Tyson Agency

W. I. Towne has joined O. S. Tyson and Company, Inc., New York, advertising agency, as vice-president and member of the board of directors. He has been with the General Electric Company, where he was in charge of educational advertising. At one time he was advertising manager and assistant to the sales manager of the Austin Company, Cleveland.

G. T. Bryant Joins Homer McKee Agency

George T. Bryant has been made head of the new research and market analysis department of the Homer Mc-Kee Company, Inc., Indianapolis advertising agency. He was formerly director of sales of the Hassler Manufacturing Company, Indianapolis.

W. E. Randall Leaves Richards Agency

William E. Randall has resigned as space buyer of the Joseph Richards Company, Inc., New York advertising agency. He has been with this department of the Richards agency for ten years.

VitaGlass Account to George Batten

The VitaGlass Corporation, New York, has appointed George Batten Company, Inc., New York, to direct the advertising of VitaGlass.

Joins Baltimore Agency

K. D. Engle has joined the David Lampe Advertising Agency, Baltimore. He was formerly with The Joseph Katz Company, of that city.

The Advertising of the Future— What It Will Be Like

The Baltimore and Ohio Railroad's Centenary Celebration Comes in for a Bit of Praise

By Clarence Wagener

WHATEVER a full-fledged advertising man eats or drinks or sees or hears is pretty apt to suggest advertising to him. At least it is that way with me.

Oh, to see advertising as the consumer sees it! But such a prayer is hopeless, I fear, and we advertising men will have to continue looking through advertising

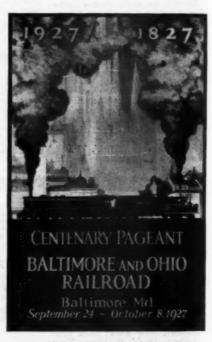
glasses.

I looked through advertising glasses (though not posely) when I attended the wonderful exhibition put on by the Baltimore and Ohio Railroad at Baltimore from September 24 to October 15, 1927, in com-memoration of the one hundredth anniversary of founding of the first railroad in America. And what I saw surprised and delighted me, as much from the advertising slant as from the viewpoint of the average spectator.

I shall not tell of the overwhelming success of "The Fair of the Iron Horse," as the exhibition was

picturesquely dubbed; how every detail of the exhibits and the brilliant pageant was cared for meticulously; and how the daily pageant (held twice during the last week) moved on approved railroad schedule time; how the Baltimore and Ohio Railroad spared no expense in the preparation or operation of the exhibition. But I shall tell how the "show," as it was affectionately referred to by visitors, stacked up in an advertising way.

When the show opened it must



A POSTER ANNOUNCING THE B. & O. CENTENARY

have presented a sorry spectacle, largely wasted opportunity, to any high-pressure, go-getting advertising man who happened to be in attendance. Here was the chance of a life-time for the president and the board of directors of a great business to capitalize upon the achievements and standing of



IF you want to sell ies, supplies, gasoline, oil or anything else that is of interest to the motor car owner, in Jacksonville, it will pay you to place your advertising message before the readers of The Florida Times-Union.

For The Florida Times-Union Reaches 74.26 per cent of all the motor car owners in this city.

Jacksonville is one of the most prosperous

cities in the Southeast. motor cars, accessor- a stable, substantial, vear-round business and industrial community. It is the chief distributing center of Florida and the marketing center of a rich trade territory of more than 300,000 consumers.

> The Florida Times-Union, with a circulation (ABC Report) of 50,640 daily and 64,430 Sunday, gives complete and economical coverage in this area.

The Florida Times-Union JACKSONVILLE, FLA

America's first railroad in capital letters-to shout to the world what a fine railroad the Baltimore and Ohio was and is-to tell in glowing phrase and husky urge what the spectator would miss if he didn't select the Baltimore and Ohio for his next trip by rail and freight haulage. Yes, the president and the directors were wo-

fully short-sighted.

Well, maybe they were, but Daniel Willard, the president, and the board of directors, and Edward Hungerford, the Centenary director, and every employee of the B. & O., and just about every citizen of Baltimore don't think so. Not in the face of the tremendously successful way the show went over, with more than 1,300,-000 people in attendance and the enthusiastic manner in which it was praised by everyone.

Daniel Willard thought the attendance would be around 5,000 a day; that possibly it might run to 15,000 a day. Arrangements were made accordingly. The visitors began to roll in-forty, fifty, sixty, seventy thousand a day during the first week. Mr. Willard and all others concerned called it a success. But it was not to stop at seventy thousand. Eighty, ninety, one hundred thousand a day they came, until on the final day of the pageant 110,000 people were ad-

mitted to the grounds.

But let us see how the Baltimore and Ohio Railroad failed, according to the dictum of the high-pressure, go-getting advertising man, to live up to its advertising opportunity. In all of the advertising, the invitation form was used; that and stress on the historical aspect -and nothing else. It was an-nounced that there would be no admission charge. Right away the reader took it that one show, at least, was not to be conducted as a money maker, and the style of the advertising did not start him to thinking how he might have to put up with what, under such conditions, he terms "advertising bunk."

Now, when the visitor had in-spected the exhibits and had seen the most spectacular pageant that

had ever passed before his muchassailed eyes and was in his automobile or in a train homeward bound, he may not have been conscious of it but he had not seen or heard one single urge or suggestion concerning the greatness of the Baltimore and Ohio Railroad or why he should use it in any way. Conscious or unconscious of this most subtle (and frequently effec-tive) method of advertising, the exhibition visitor told his neighbors and friends that the B. & O. show was great and that it simply could not be missed. He may have told others about it if the B. & O. had used the show to advertise directly its passenger and freight facilities. I think he would have. But I doubt exceedingly whether he would have been so enthusiastic about the exhibition.

Advertising by inference and advertising by announcement-these are the coming methods of adver-Perhaps it is a bit too tising. soon to hope for their supremacy yet, but there is plenty of evidence accumulating, for those who are observant, that advertising by urge and advertising by command are

losing their pep.

Do advertising men, by and large, agree with me? If not it is a pity every one of them did not get to see for themselves what advertising by inference did for the Baltimore and Ohio Railroad at the recent Centenary, and what a nice taste it left in everybody's mouth, including the Baltimore and Ohio's.

Made Advertising Manager,

"People's Home Journal"
W. V. K. Gillette has been appointed advertising manager of the People's Home Journal, New York, He formerly was with the American Review of Reviews, New York, the McGraw-Hill Publishing Company, Inc., New York, and the Curtis Publishing Company, Philadelphia.

Joshua B. Powers Opens London Office

Joshua B. Powers, publishers' representative, New York, has opened an office at London, for the representation of foreign newspapers. The office is under the management of Thomas V.

Contrasting

"Nation's Business shows the difference between business as it is today and business as it was a few years ago. The contrast is sufficient to point the moral."—AMOS L. BEATY, Chairman, The Texas Company, New York.



October

= 1927

What Comes After the New Competition? by O.H.Cheney

Why Our Factories Cross the Border by Floyd S. Chalmers

An Army Fights to Fill Your Gas Tank by William Boyd Craig

The City is the Business of Business by Chester Leasure

Map of Nation's Business. Page 52



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

VISION BACKED BY REASON

And The Answer

There are many who express astonishment at the extraordinary progress of The Household Magazine. They marvel at the growth of a publication from utter obscurity to a first rank position within a record-breaking period of time. Yet, the answer is obvious and simple.

The Household Magazine is a basic publication in a primary market, with a concentrated circulation of 1,650,000. This market is so necessary to our immediate and future prosperity that action within it is a matter of sound business practice.

Here is one magazine capable, through direct and quick action results of doing single-handed, what is normally required of a combination of publications in other fields.

There is no artificial stimulation behind The Household Magazine. It is enjoying a sound, natural growth. It is backed by the resources of a publisher whose judgment is fortified by fundamental facts and reasons.

This judgment is reciprocated by a group of the most successful of advertisers who invest in its columns well over a million dollars annually.

THOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street NEW YORK: 420 Lexington Avenue SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER

D. M. NOYES Advertising Manager



It Takes Two Men to Work a Two Handed Saw

THAT'S how it is in Chicago. Here's a city with a four million trading area, and only TWO morning newspapers. But those two morning newspapers cover that market as effectively as a keen toothed saw goes through a log. What will an intelligent advertiser do in Chicago? Naturally, he'll use both morning newspapers for a thorough and productive coverage of the Chicago market. The Herald and Examiner is one of those morning newspapers with a million readers daily and over three million on Sunday . . . and a buying budget of four billions a year.

THE CHICAGO HERALD AND EXAMINER

September Averages: Daily, 447,490; Sunday, 1,093,429

National Advertising Manager - J. T. McGIVERAN, JR.

San Francisco

EUCLID M. COVINGTON
285 Madison Avenue

Monadnock Building

New York

Applying Specialty Selling Methods to the Long Line

Instead of Just Showing a Lot of Pictures and Taking Orders, Marietta Salesmen Now Do Some Real Selling

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

WE at Marietta take this stand: Almost anything can be made and almost anybody can make it but selling it is entirely another and bigger sory. We consider the salesman's sample kit in the same light as the tool kit of a master mechanic: The better the kit the better the results. And the salesman's knowledge of his line and each product will compare with the mechanic's skill-the better the material the salesman has with which to build his salesmanship the more productive he'll be.

When I came into the furniture business I found that our road salesmen, as well as all other furniture salesmen I met, were using loose photographs to show their line. It seemed to be the prevailing idea that furniture should be shown either in reality or photographic likeness in a sort of gang or mass formation. The furniture shows impressed me quite a lot like the old-time mystic mazejust a lot of furniture of all sizes, shapes, finishes and prices (mostly prices) strewn "on the bias" over a given floor space. I soon found that the dealer was expected to cast his experienced eye over the various and sundry assortment and pick out what he was looking

It is quite likely that this method of showing lines at the furniture markets crept into the road salesman's daily job of showing furniture via photographs. We can at least go on that assumption and it's as good as any for the sake of taking a condition as we found it. The fact is that furniture salesmen were found to be lugging loose photographs, of varying numbers and bulk, from store to store and upon entering would open up, remove heavy rubber

bands and spread 'em out to be picked up, one, two or three at a time, by friend dealer and then laid aside or shuffled again into

the pack.

Having received my training and experience in specialty selling and possessing a "one track mind" -knowing only how to talk about one thing at a time and that in logical order-I just didn't know any better than to buck the "look 'em over and take your pick" way of selling (pedling) furniture. Before I started in to do any "fixing" I did quite a bit of nosing round-asked a lot of questions and received pretty much the same answer, to wit:

"Oh yes, that's the way furniture is sold; we have to let the dealer run through the photo-graphs and make his selections— he hasn't the time to listen to a lot of talk about each pattern. Sometimes he wants to take cer-tain photos to his wareroom to check up on his stock, etc., etc."

To which I replied in question: "Don't you ever take command of the interview and sell him one particular pattern at the outset, just to get him headed toward a sizable order?"

"Yes, whenever there is a new. pattern just out, I show him the photograph of that first," was the

reply.
"Well, my idea of selling anything is that every time you go into a store you should have a definite starting point and have fixed in your mind certain things you're going to sell that dealer instead of merely showing him a lot of pictures," was my comeback but it didn't stick the first shot.

"Suppose he doesn' buy the one, two or three patterns you've tried to sell him, then what? You've used up all your time and he won't look at the other photographs." (They didn't say this but they looked it: "Now answer that one

if you think you can.")
"That would be unfortunate, I'll admit," said I, "but as a salesman I'd far rather take my chances on getting and holding his attention and selling him something before the interview closed through that method than to sit there watching him turn the prints while I said over and over 'that's a dandy something or other at only so much' and finally having him hand the pictures back and say, 'I don't believe I need anything today' or 'you can ship me one of this and two of this."

My candid opinion is that the lack of proper sales equipment, backed up by full specification information and some creative selling talk, has been responsible for no small share of the blame for the price selling orgy that the furniture industry has been going through. Loose photographs, bearing numbers of the patterns and a few words about finish, size and "what a low price" have, to a more or less degree, been the extent of the equipment issued and the boys on the road have had to grab the first limb that came their way and "price" was it.

LEADING UP TO THE CHANGE

Months before we changed our men over from loose photographs and a somewhat miscellaneous assortment of sample equipment we talked to them face to face and through the "Weekly Bulletin on better methods of selling"—using those arguments set forth above as well as others—all for the purpose of leading up to the planned change over to the new. When the new equipment was issued everyone was looking for it and knew what our aims were in adopting it.

It wasn't anything elaborate but it was different and called for a new way—so far as our men were concerned—in presenting the line to dealers. We had all new photographs made, of a larger size than had been used, and they were bound in very attractive leather covers, with a gold embossed design and title on the front. The photographs were arranged in the order which we wanted them presented to the dealer.

A title print bore this message: "Built up to a standard-not down to a price-is the sound policy back of Marietta's seventy years of uninterrupted success." In the lower right-hand corner of this print was this further message: To our salesmen: Wherever you find furniture merchants who are building for the future-who are alive to the economically sound business policy that their success and the success of the whole furniture industry depends upon their ability to equip the American Home with only dependable furniture-you will find them ready to give you a favorable hearing.

This photograph album was arranged in the same order as a new general catalog that we issued about the same time-which was placed in the hands of the several thousand dealers on our list. The catalog was designed to be more than a mere book of halftone prints and pattern numbers. Specific construction information was given. This book along with bulletins on new patterns gave our men all the "product information" that they needed and went hand-inhand with the large photographs in the album. In addition, we is-sued wood panels, properly labeled giving the material and finishes of the members of the line that they needed them for. All prices were given on one printed price sheet and instructions were issued to the effect to not make pencil notations on the photographs.

The highest price patterns came first in the album and as was the case in the catalog were arranged according to kindred designs. We asked the men to start with print number one and go right through—concentrating on one pattern at a time. If they could not memorize the specifications they were advised to "read 'em out of the book" and when the time came to quote the price to refer to the price list if necessary. (We be-

Greatest Rate of Gain in Readers in Suburbs—

THE NEW YORK TIMES reported for the six months ended September 30 a gain in net paid sale over 1926 of 38,777 copies, average daily and Sunday.

The greatest proportionate gain, 13 per cent., was in the suburban sale. The city circulation gained 9 per cent., and outside the metropolitan zone 7 per cent.

The increasing preference of intelligent readers in city and suburbs for The New York Times was chiefly responsible for the highest net paid sale in the history of The Times—430,242 copies average daily and Sunday.

The New York Times

lieve that what buyers want is exact information and it's no reflection on the salesman when he refers to the authoritative source for it.)

After the new equipment went out it naturally took our men a while to discard the old and take on the new. We called in all the old outfits-we wanted to make sure that there would be no more spreading photographs all over a dealer's desk or near-at-hand furniture. All the outfits came in. Only one man-traveling out of one of the branches-balked. He had sold furniture for twenty-five years via loose photographs and he was still going strong and he'd be hanged if he was going to go to the new fangled way now. He was used to going upon the second floor with his customers and spreading the prints out all over a big rug and there looking 'em over. The branch manager sent this man in to the factory and he and I had a two days' session. Finally he agreed to a proposition: That he'd give the plan his very best for three months and at the end of that time the decision was up to him. If he has gone back to the loose prints he hasn't said "I told you so."

As we bring out new patterns, new photos are issued to fit the album. The salesmen are requested to put the latest one on top until they have made their territory—using it as the feature of that trip. A bulletin is issued on each new one.

The first of this year we went in for actual color photographs on certain new members; for instance there were two new suites that we brought out in several different colors—five of one and four of the other—and the photographs were issued in accordion form, bound in attractive covers. The men were given quite a drilling on selling these two suites. They not only had something new to show but a new and attractive way of showing it. While they were getting these two new ones over—I'll say they were sold very much as if they were high-class specialties, which took time—the men

no doubt did neglect the general line on their first trip out but the answer is our factory was oversold to the tune of from sixty to ninety days during the first quarter, in spite of a material increase in production over a year ago.

Concentrating on one product at a time in selling a long line or equipping salesmen with "last word" sales outfits cannot be expected to accomplish everything but with the right kind of merchandise, marketed by a good organization, they are two factors that we believe to have their place in the general program.

Minna H. Carothers Joins Stanley E. Gunnison, Inc.

Mrs. Minna Hall Carothers has joined the staff of Stanley E. Gunnison, Inc., New York advertising agency, as an account executive. She was recently with the Powers Reproduction Corporation, New York. At one time she conducted the Minna Hall. Simmons Service Agency at New York.

E. F. Hummert to Be Partner in Blackett and Sample, Inc.

Edward Frank Hummert will become a partner of Blackett and Sample, Inc., Chicago advertising agency, effective November 1, with the office of vice-president and editor-in-chief. He has been vice-president and chief-of-copy of all offices of Lord & Thomas and Logan.

R. H. Niece Joins "The Nation's Business"

Ralph H. Niece has joined the advertising staff of The Nation's Business, Washington, D. C. He will cover Western territory, with headquarters at Chicago He was formerly with the New York American and the New York Wall Street Journal.

C. P. Parcher with Wm. B. Remington Agency

C. P. Parcher, formerly assistant advertising manager of the Burnham & Morrill Company, Portland, Me., has joined the staff of Wm. B. Remington, Inc., Springfield, Mass., advertising agency.

J. R. Moulder to Direct Phenix Cheese Sales

John R. Moulder, vice-president of the Phenix Cheese Corporation, New York, Phenix cheese and Philadelphia cream cheese, has been appointed sales director of that corporation.

7,600%

BETTER ADVERTISING

There are 25,900 families in Los Angeles who spend 42% of all the money spent for automobiles and transportation, amounting to \$65,000,000 a year.

On the other hand there is another group of approximately the same size—26,500 families—which spends less than 1% of the automobile and transportation money, amounting to \$850,000.

While these groups represent the two extremes of the market, they are significant as illustrating the enormous difference in group purchasing power. The automobile advertiser who reaches the first group has 7,600% more dollars to draw on than if he reached the second group, and if this means anything, it means that his advertising to the first group should be worth 7,600% more than his advertising to the second group. Yet as a matter of fact the cost of reaching the first group is less than the cost of reaching the second group.

When the same analysis is applied to all the various groups in Los Angeles, it is shown that 34% of the people spend 80% of all the automobile and transportation money.

The Los Angeles Times undeniably serves the groups that spend the money in Los Angeles. The character of the newspaper shows it; leadership in home-delivered circulation shows it; the volume of advertising shows it.

Space in the Los Angeles Times, measured by purchasing power and results to advertisers, is one of the outstanding best advertising "buys" in the United States.

Los Angeles Times

Williams, Lawrence & Cresmer Co.
300 N. Michigan Blvd. 285 Medison Ave Chloage New York Builte Coast Representative:

R. J. Bidwell Company
748 Market St. White Henry Stuart Illiag





The largest magazine for MEN

The Elks
Magazine

850,000 Identified Subscribers

50 East 42nd Street

New York City



FIRST NINE MONTHS OF **1927 OVER** SAME PERIOD IN 1926

THE FARMER'S WIFE made a greater gain in advertising during the first nine months of 1927 than any other magazine in its field. . Because THE FARMER'S WIFE is the only magazine in America published exclusively for farm women, its reader-interest and reader-influence are unusual. . Can you afford to leave it off your list?

THE

A Makazine for Farm Women

Webb Publishing Company, Publishers St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc. Wallace C. Richardson, Inc. 307 North Michigan Ave. Chicago, Illinois

Eastern Representatives 250 Park Avenue

New York City Member Audit Bureau of Circulations

Advertisers Tell How Direct Mail Cuts Sales Costs

Tenth Convention and Exhibit of I. D. M. A. A. at Chicago Sets Attendance Record-Homer J. Buckley Elected President

THE tenth annual convention and exhibit of the International Direct Mail Advertising Association was held in Chicago, October 19, 20 and 21, with well

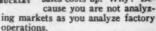
19, 20 and 21, with well over 2,000 business men and women registered. Several thousand others who did not register attended the exposition of direct-mail advertising, materials and mechanical devices. At Pittsburgh, three years ago, 1,950 people paid the registration fee entitling them to attendance to the various business sessions. This year that mark was topped by more than one hundred.

Homer J. Buckley, of
Buckley, Dement & Company, Chicago, was elected president of the
association at the Board of Governors meeting, October 19. His
choice as leader of the forces of
direct-mail during the organization's tenth year of existence was
looked upon both by officers and
by the rank and file of the association as especially appropriate. One
of the little group that called the
first convention of advertising men
more than twenty years ago, Mr.
Buckley was later elected the first
president of the direct-mail group
when it became an independent
organization in 1918.

The programs of the Direct Mail Association's convention have in the last few years acquired a reputation for studied and earnest practicality. This year's was no exception. Most of the talks were given by advertisers rather than producers of advertising and almost every speaker stressed the "how to" element with actual experience as a background. "Combating the Rising Cost of Selling" had been set as a path for the men and women on the program to follow and in most cases they did not wander far away from the subject.

E. St. Edmo Lewis, of the National Services, Inc., Detroit, in the opening talk of the convention warned users and producers of

direct-mail advertising that all advertising has been thrown on the defensive. Critics are indicting it, he said, as wasteful, as a hindrance to true value determination and as a source of expense rather than saving to the consumer. "We have been hunting the consumer," he said. "Now the consumer is hunting us. Production costs are going down—sales costs up. Why? Because you are not analyzed.



"I propose that direct mail adopt a simple method by which it may prove what it does and how it does it. It will 'research' as it goes and prove as it performs. I propose that it dedicate itself to the simple proposition that direct mail believes that more advertising is not a panacea for distribution waste but that better advertising will inevitably mean more advertising. Therefore, direct mail dedicates itself to better advertising no matter at what temporary cost

of volume.

"Let us say to our enemy, 'We meet you on your own ground. We will analyze the market and the buyer, in order that we may know the facts. We will develop our ideas on the solid ground of truth. We will make our copy out of the buyer's own interest in contact with our best talent. We will plan our campaigns to meet the requirements of the market in cooperation with all others who do the same. Our strategy is based on the dictum that the best defense is and always will be a vigorous offense."



HOMER J. BUCKLEY

Somewhat in accordance with Mr. Lewis' suggested strategy the board of governors of the association voted to produce and issue a series of elementary instruction booklets on direct mail for manufacturers and merchants. C. M. Bolser, Strathmore Paper Company, Mittineague, Mass.; Prof. N. W. Barnes, University of Chicago; and Tim Thrift, advertising manager, American Sales Book Company, Elmira, N. Y., compose a committee to supervise the preparation of these booklets. Three experimental booklets concerning the use of direct mail by retail hardware, shoe and clothing stores will be brought out first. With the results of these as a basis, the committee then expects to widen its activities.

Although the tendency in some quarters is to challenge advertising's claims of economic worth, P. A. Johnston, sales promotion manager of the Philip Carey Company, Cincinnati manufacturer of roofing and building specialties, offered figures and suggestions to show how a well-managed sales promotion department cuts sales costs with direct-mail advertising. Mr. Johnston showed how direct-mail promotion material had made it possible for salesmen who had averaged ten calls a day to average twelve calls. Where the salesman had averaged two orders a day out of ten calls, at \$10 per order sales cost, direct-mail promotion enabled them to average three orders a day of twelve calls at an average cost per sale of \$6.68." In the Philip Carey Company we have made direct-mail advertising do the work that the salesman used to spend his first call doing," he said.

"The only time since the war," he continued, "when our unit sales costs have risen was when we decided to cut down on our sales promotion work. That experience proved to us that well planned direct mail to lists of logical prospects will lower the cost of selling by making it possible for the salesman to increase the total number of calls per day and diminish the number of calls required to make a sale."

Along somewhat similar lines

Dave Darrah, advertising manager of the Hart-Parr Company, Charles City, Iowa, told how direct mail closely tied in with publication advertising sells tractors for his company. His address appears elsewhere in this issue of PRINTERS' INK.

Both Mr. Darrah and Mr. Johnston were made the target for numerous questions as to details indicated, but not elaborated on, in their talks. That however, seems to be characteristic of direct-mail conventions. Hardly a speaker on the program at Chicago left the platform without going through a lively and pointed, though good-natured, cross examination from the floor.

DISCUSS COPY

Dealing with the technique of direct-mail preparation rather than with the broader aspects of the medium as related to the general topic of sales, G. Lynn Sumner, New York advertising agent, and James H. Picken, of the Northwestern University faculty, discussed copy before general sessions Mr. Pickens, of the convention. while pointing out the importance of analysis and the interpretation of results, stressed "copy as 90 per cent of the job of direct mail." Back of the copy, he declared, must be a shrewd analysis of the proposition to be sold and of the prospect. "Find out what you can say about the proposition and what you should say to the prospect, and you have made your analysis," he said. "If you describe the product, tell the source of the product and the uses of the product, you have done enough. Then you must hunt for a point of contact between your product and the prospect. How does it serve him? Answer that query and you have a center of interest around which selling copy can build itself. Good copy avoids the debatable subject. It tells a complete story, picturing the product's advantages, and it always asks for action."

"No matter how important all the other details may be, it's what you say that brings results," Mr. Sumner said. "All else is a getting-ready process preparatory to More tha 195,000 Daily

5c. DAILY

Los Angeles - Axaminer

More that 425,000 Sunday

"Th

OCTOBER 27, 1927

10c. SUNDAY

EXAMINER'S COOKING SCHOOL DRAWS OVERFLOW CROWDS

1,000 Recipes Given Women at Session

THE S. R. O. sign's out! Not a session of The Examiner's new School of Household Economics cooking class has yet been held without an overflow audience! Chefs of national and international renown; Prudence Penny herself, in charge of affairs; autographed recipe-cards to the women attending; a beautiful setting and an atmosphere of "class," have aff combined to create an interest in this new co-operation for Examiner food advertisers, that is spreading itself throughout Los Angeles.

Over a thousand recipe-cards have been handed out at each session. And the type of women attending is establishing a precedent.

There's an opportunity here for food manufacturers in America's fifth greatest market! Get the Examiner on your schedule!

It's Out! ...



Cooks for Clubmen!



HERE'S Max Keller, chef of the Routhern California Commercial Club, and "headliner" on The Examiner's cooking school program of last Tuesday. Keller is a member of the Chefs de Cuisine Association, co-operating with Prudence Penny of The Ecaminer. The famous resorts of St. Morits know Keller and his cooking, as do the largest hotels of Calcutta, Bombay and British India. He was chef, also, at the N. Y. Plase, Astor, New York Athletic Club, and other particular places.

"It has always been our good fortune to have your most beneficial help in all matters pertaining to adverting, and we can always look forward with confidence to a continuation of this whole-kearted support," writes the District Manager of the Panatrope District of the Brunswich-Balke-Collender Company.

telling your prospect the story of your product. And the most important thing regarding copy is the approach to it, that is, getting

ready to write it.

"Is attention such an over-balancing element that we are war-ranted in employing headlines and illustrations that have nothing whatever to do with the product or the service to be advertised, in the hope that once attention is gained, we can bring forth the other hand from behind our backs and display the package we wanted to talk about all the time? The unfortunate thing is that advertising had its inception in stunt form and it has been trying to outlive it ever since. I believe that the matter of interesting the prospect and influencing him is far more important than merely getting his attention. Some of us are prone to think of advertising and selling as two different things. Some copy writers are awed by the magnitude of the audiences they know they must reach. Conscious of their task they make magnificent gestures and stop. The remedy for this, I think, is always to write your copy to some individual instead of a mass. Make it touch his interests. Make it sell by talking to him in terms of the things that are close to him, his problems and his ambi-

Reverting to the utility of direct mail as a weapon to cut or combat rising selling costs, Dan Gerber, of the Fremont Canning Company, Fremont, Mich., told how his com-pany has been able to cover towns too small for the salesman to make. "We get better results by using short letters written in simple conversational English," said Mr. Gerber. "We find it es-sential to cover the subject completely so as not to leave a possibility for questions to arise in the buyer's mind. We never had much success in trying to cover more than one product in a single letter, except in selling the idea of buying an assortment for pool car shipments. We have found desk blotinformation ters with useful printed on them decidedly helpful in keeping our name before buyers. We have always ordered

more of these than we figured we would need but never have had enough to take care of all the requests for additional copies."

Robert J. Murray, of Honesdale, Pa., told how he had used direct mail in building a retail business doing \$500,000 annually. His store holds picnics and parties for its customers, publishes a paper called "Farm News" and gets out a 190-page catalog for mail-order business.

Charles Henry Mackintosh, of Chicago, pointed out the fallacy of trying to educate many people who can never learn to sell efficiently. The most intelligent use of direct mail, he said, is putting it to work to do the thing that the salesman cannot do for himself. "Sell the prospect on wanting to hear the salesman's story," he advised. Then you can convince your salesman of the value of directmail help.

The various departmental sessions of the convention drew large audiences to hear talks that were comparable in every respect to those presented before the general sessions. Those devoted to house organs and better letters are reported elsewhere in this issue of PRINTERS' INK. Before the industrial group, Dudley M. Diggs, of the International General Electric Company, told how this company is capitalizing its monogram trade-"There is no letterhead, internal publication, bulletin or advertisement issued by our company that doesn't carry our G. E. monogram," he said. "Studying more than 8,000 advertising pages, we found more than 5,200 industrial designs such as trade-marks, monograms, etc., being used. Not many mean much to the reader. If a trade-mark is simple, direct, easy to read and pertinent, it is profitable to exploit it in advertising as a means of identification of merchandise and a guarantee quality.

At the meeting of the advertising production group, Milton G. Silver, of John P. Smith Company, Rochester, N. Y., urged every printer to set aside a definite percentage of his gross sales as an advertising investment.



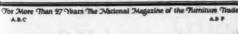
This is how another Furniture Record *reader displays rugs. Furniture stores are the growing market for floor-covering manufacturers.

HO can talk better about any business than the man who has been through the mill? The editor of Furniture Record is an old retail furniture man—he talks the dealer's language. This is one reason why Furniture Record is so widely read—why its advertisers find it does get results. We'll be glad to outline, without obligation, what this journal can do for you.

FURNITURE RECORD

A Magazine of Better Merchandising for Home Turnishing Merchants GRAND RAPIDS, MICH.

*Name upon request







JAMES H. RAND, JR., President Remington-Rand, Inc.

This Market Marks the Beginning of a New Era

In The Development Of-Our Commercial Civilization

writes JAMES H.RAND, JR.

in "86% of America," the new book for business men. (Send for it.)

"WHEN the economic history of the twentieth century is written for the schoolboys of a future generation, I suspect that a large chapter will be headed, "The Economic Revolution of the 1920's." It will appear as vital as the Industrial Revolution which came in England several generations earlier and it will likewise mark the beginning of a new era in the development of our commercial civilization.

"Briefly, wages and incomes have stayed up at post-war peak levels and prices have come down.

The worker can buy the same living that he bought with his total 1920 income for just 60 per cent of his present income. This leaves 40 per cent for investment, for automobiles, for radios, for the 101 luxuries that add zest to the business of living."

An Entirely New Market

This vital, spending, new Wage Earning Market reads ONLY True Story Magazine. "National" advertising in the old established magazines (edited avowedly for the "white collar" market, where they

SPEAR & COMPANY sold \$39.50 sewing machines in True Story at the usual cost. (True Story's Wage Earning readers were seeing this advertising for the first time in their lives!) Some other advertisers who are insuring mational leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co., Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. Co. (Lux Flakes and Toilet Form). Kotex Co., R. L. Watkins Co. (Mulsified Cocoanut Oil and Glostora). Lambert Pharmacal Co. (Listerine and Listerine Tooth Paste), Thandrew Jergens Co. (Woodbury's Facial Soap), Aladdin Co. (Ready Cut Houses), Carnation Milk Products Co., Charles B. Knox Gelatine Co., Northam Warren Co. (Cutex), L. C. Smith & Cocona Typewriters, Inc., Chesebrough Mig. Co. (Vaseline), Zonite Products Co., California Fruit Growers' Assn.

pile up three, four and five to a home) never comes to the Wage Earner's attention.

Once he read no national magazines, had a comparatively insignificant income, spent it for private brand merchandise; now he reads True Story (only), draws a "wage" that is more a "salary," and is learning about national brands for the first time in his life through the advertising pages of True Story.

Specifically controlling 2,000,000 key Wage Earning families, actually influencing the entire Wage

tually influencing the entire Wage
Earning market, True Story is
being accepted as one of the greatest single merchandising forces in
America today.

America today.

The significance of True Story's new Wage Earning Market is commented upon by James H. Rand, Jr., and 31 other leading thinkers, in the new book for business men, "86% of America." This book is being mailed without obligation.

Write for it. True Story, 1922

Broadway, New York City.

86% of America



Isolate, for a moment, the Wage Earning masses as marketing possibilities. These families will be found to comprise 86% of America!

It is but natural that more people now pay more money for True Story at the newsstands than for any other magazine in the world... True Story is edited for 86% of America! Magazine advertisers MUST use True Story to sell this new market!

True Story The ONLY Creat National Magazine Concentrating in The New

sentials of building printing sales through advertising, he asserted, were a knowledge of the market, knowledge of the printer's own product, an advertising appropriation, and an advertising plan. "Your printer must know what he can do best and what he is equipped to do," declared Mr. Silver. "He will do well to let other work alone. Too many of us are 'plain and fancy printers—estimates cheer-fully furnished."

Lorado Taft, Chicago sculptor, told his audience at the annual dinner of the association that advertisers, possibly more than any other group, are responsible for America's rising tide of art appre-"I feel a vast enthusiasm when I think of what advertisers are starting in this country," he said. "Too long have we looked on art as something aloof, somethink apart from the people. You advertisers are touching and whatever you beautifying approach. Manufacturers have been compelled to recognize artists have done for them and in numerous cases you advertising men and women have forced them to make their products better and more beautiful. Although I do not like to have our American scenery obscured I rejoice at the posters To wipe out the we see today. poster boards is not only impos-There is sible, but undesirable. no such training for a painter as poster painting. It teaches him to know what he wants to say, to say it and stop. Possibly excepting the teachers of art, you advertising people are doing more to disseminate beauty than anyone else in our country today.

Charles R. Wiers, retiring president of the Direct Mail Advertising Association, presented trophies in seven open competition events.

Harold C. Lowrey, of Toronto, won the cup donated by the Mail Bag Publishing Company for the most noteworthy accomplishment of the year in the direct-mail advertising. Campbell-Ewald Company, of Detroit, received honorable mention. Mayers & Company, Los Angeles, won the Cleveland Folding Machine Company plaque for the best designed and developed specimen of printed sales literature produced during 1927 and containing two or more folds and including eight or more pages.

The Corno Mills Company, East St. Louis, Ill., Printers, Inc., Detroit, and the Johns-Manville Company, New York, received honorable mention.

received honorable mention.

For the most distinctive and efficient form-letter campaign produced and used during the year ended September 30, 1927, Grace Carr Leininger of the Chicago Title and Trust Company, Chicago, was awarded the American Multigraph Sales Company trophy, a silver cup.
Miss Leininger's campaign received the
unanimous vote of the judges in this
competition. The Hutchinson, Kans., Advertising Club won the Direct Mail competition. The Hutchinson, Kans., Advertising Club won the Direct Mail Advertising Association award for bringing the largest number of delegates based on population and mileage traveled. It is interesting in this connection to note that Detroit had seventy-one delegates present, Milwaukee forty-five, New York, forty-four and St. Louis thirty-nine. There were registrants from Japan, Mexico, Australia, England and a delegation of sixty-five from Canada, making the convention a truly international event.

and a delegation of sixty-twe from Canada, making the convention a truly international event.

Alice E. Roche, of the Louis F. Paret agency of the Provident Mutual Life Insurance Company, Camden, N. J., won the Prinsed Salesmanship trophy, a cup, for the most noteworthy accomplishment during the past year by a woman. Habne & Company, Newark, N. J., received the J. L. Hudson Company direct mail trophy offered to the department store or individual submitting the most productive piece or campaign of department store direct advertising. Walker Lithographing and Printing Company, Boston, Johnson Bird, advertising manager, was awarded the Albemarle Paper Mfg. Company trophy, a unique office clock for the firm or individual submitting the most effective blotter campaign used during the year ending October 1, 1927. Bonsib, Inc., Fort Wayne, Ind., and John Ferguson Coakley Mail Service, Orange, N. J., received honorable mention in this competition.

At the Board of Governors meeting, W. A. Biddle, advertising manager of the American Laundry Machinery Company, Cincinnati, and Percy G. Cherry, Might Directories, Ltd., Toronto, were elected vice-presidents of the asso-Charles R. Wiers, ciation. Spirella Company, Niagara Falls, N. Y., Harry B. Kirtland, the Kirtland Organization, Toledo, and Mr. Biddle were elected members of the Board, Mr. Biddle succeed-ing Edward A. Collins who declined re-election. The 1928 convention will be held at Philadelphia, October 10, 11 and 12. Among the resolutions passed just before the convention adjourned was one endorsing the Capper-Kelly Bill governing resale price legislation.

MASTER

OF THE WORD IS MASTER
OF THE WORLD

The greatest power in the world is words. The greatest gift in the world is to know how to use them. Thus it has been since the dawn of time when Adam whimpered, "The woman tempted me with fair words, and I did fall." Thus it will be till the trumpet's last blast. A A Advertisements written by Alfred Stephen Bryan have made John, the Merchant King, out of John King, the Merchant. "His words, like so many nimble servitors, trip about him at command."

Arrangements for retaining Alfred Stephen Bryan may be initiated through I. Leonard Heuslein, Director Cliental Relations, 665 Fifth Avenue, New York.

A Class Magazine

with more than

1,500,000 Circulation



Hearst's International

Osmobolitan combined with

favored million!

favored million!

URING the last ten years the modern age has added some 800,000 families to the class market in America. In living habits . . . desires . . . buying power and location they must be considered, for they are demanding practically every product that can be sold successfully by national advertising.

They demanded orchids . . . for example. If any flower could stand as a symbol of the class that can afford to buy stocked them. Today, twenty-five hundred florists are life . . . and has the leisure to live it . . . the orchid would go unchallenged. Ten years ago there were only selling orchids . . . not to the favored few, but to the twenty-five florists in the United States who regularly

They own their own homes* . . . unencumbered. Their cars average more than \$2000 in cost. favored million.

One out of every four is a physician or lawyer. One out of seven is a banker or broker. Half of them are officials in public utilities, insurance companies and other major engineer. Their children go to private schools and, later, business endeavors. One out of every five is a technical

Their incomes range from four thousand dollars . . . up. They are insured for not less than five thousand dollars, They spend more for their food and clothing, their homes and amusements than any other million families in any other

country of the world. They travel twice as much as they did a few years ago.

Oct. 27, 1927

And they live in the cities. Within a few miles of their homes, eighty per cent of the nation's business is transacted . . . and in their residence districts, ninety per cent of Cosmopolitan's million and a half circulation is concentrated These are the families that are willing to pay thirty-five cents for Cosmopolitan . . . month after month . . . year after year . . . to read the feature articles of the world's best thinkers, and the fiction of the world's greatest writers.

the magazine that is found under the reading lamps of the Read the current issue and find convincing proof that Cosmopolitan is the magazine of the advancing age . . . Envored million.

PRINTERS'

The true class market has long ago passed the traditional And Cosmopolitan has kept pace in circulation and editorial policy with its market . . . the million and a half families two hundred thousand . . . it has passed the million . . of the top stratum of American life,

INK

Write or phone our nearest office. A representative will be glad to give you additional information on Cosmopolitan. * Information secured from the report of the United States Department of

Advertising Offices: 119 West 40th Street

326 W. Madison Street

Chicago, Illinois

General Motors Bldg. Detroit, Michigan

New York City

5 Winthrop Square Boston, Mass.

San Francisco, Cal. 625 Market Street



The Birmingham News

A Market and Coverage condition, of keen interest to National Advertisers, is graphically illustrated above.

You owe it to the interests of your business to write today for a copy of "The Survey," a thorough analysis of the newspaper situation in Birmingham, with much valuable information concerning the wealth and size of the City, Suburban and State-wide markets. This authentic compilation is yours for the asking.

The Birmingham News

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

NATIONAL REFRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia

J. C. HARRIS, Jr., Atlanta

ther other of colic He set. T can rend sum

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Extra 19, at meeting Specialt

of livi

How Far Will the Grocery Chain Go?

An Answer Based on Sound Business and Legal Principles

By Charles Wesley Dunn

Of the New York Bar

AM an optimist on the future of the individual retail grocer; there is no reason for anyone to be otherwise. He is an essential agent of distribution. He renders a pub-lic service of incalculable value. He is an important community as-

That he will remain, there can be no doubt. This because he renders a service which the consuming public wants and will continue to demand. That he will keep a large part of the retail grocery business, there can be no doubt. This because the service business will always be a large part of the whole business. The only limita-tion upon his future is his own will and efficiency; and his success will be measured by the degree of will to succeed he exercises and by the degree of merchandising efficiency to which he attains. He will lose the business that is bound to go to a non-service cut-price store. Of this he cannot complain, since it is the working of the natural processes of competition; and this loss he can restrain and diminish by effective merchandising. He will lose the business which he conducts inefficiently. Of this he cannot and should not complain, since he gains by it; inefficiency is the greatest menace to efficiency.

To the extent that he is inefficient he is his own worst enemy, a far worse enemy than the efficiently managed chain store. But after subtracting the foregoing losses, there is left the vast business that is there for the efficient service grocery store, a business that runs into the billions of dollars and will increase with the increase in population and standards of living.

Extracts from a talk delivered October 19, at Atlantic City before the annual meeting of the American Grocery Specialty Manufacturers Association.

The individual retail grocer should not be unduly alarmed by the advance of the chain store. The reasons for it are clear, economic and have been indicated. He is bound to face chain-store competition sooner or later, since it is an inevitable development of the times, and this competition will be ultimately his gain. The wonder is not that he has lost business to the chain store, but that he has not lost more business to it. The inefficiency in the retail grocery trade is large and notorious. And it should be borne in mind that this loss of business is greatest in the beginning and progressively diminishes in proportion to the increase in the effectiveness of the competition which the chain store incites until it reaches the point of

the equalization of competition.

Whatever else it may be, the chain store is a highly efficient merchant; and efficient competition is wholesome and constructive competition. The ultimate effect of due chain-store competition will be to raise the whole retail grocery business to a higher level of effi-

ciency and service.

THE ADVANTAGE OF SERVICE

In contemplating his future the individual retail grocer should bear in mind that he has merchandising advantages over the chain store which are real and decisive, which make him a match for it and better when backed by efficiency. He has the advantage of giving service, with all that it implies in patronage, whereas the chain store is wholly or largely wanting in it. He has the advantage of a personal business involving the personal ownership, management and conduct of his own store, with all that it implies, whereas the chain store is impersonal and mechanical. He has the advantage of personal contact with his own customers, with all that it implies, whereas the chain store is employee-run.

He has the advantage of being a resident and an important member of the community in which he does business, with all that it implies in family, social and civic relationships, in dealing with his own neighbors, associates and friends, in being constructively identified with the local community life and institutions, in having all his home and business interests local, whereas the chain store is a stranger in every community it enters and takes its profits gained there for expenditure elsewhere.

With these advantages the indi-vidual retail grocer has no ground to fear the future, which is in his own hands to make of it what he will. His road to success is a will to succeed, service and efficiency. He has no other road to it. An indifferent or fearful spirit invites disaster. Successful competition comes only from an uncompromising and fighting determination to To turn from service succeed. competition to price competition is to invite disaster, unless it is but incidentally done in furtherance of a service business. Competition by price alone is not for him, by reason of the very nature of his position. To turn from established popular brands to non-established private brands is likewise to invite disaster, since it plays directly into the hands of the chain store. Sound business requires that he sell those products for which there is a ready, steady and sure sale, and to sell them at an adequate profit.

Moreover, the individual retail grocer must not be misled into thinking that he can overcome the chain-store competition by means other than successful competition, by legislation for example. This the constitution will not permit. It guarantees to all the equal right of freedom to trade and the equal protection of the laws. Anyone has the constitutional right to engage in the retail grocery business, a legitimate business, which right is neither lost nor impaired by the mere circumstance of the number of stores operated in it. And everyone who engages in the retail grocery business has the constitutional right of freedom from discriminatory taxation. Hence the chain store cannot be suppressed by legislation or crippled by discriminatory taxation. Of course all traders of the same class may be subjected to

reasonable taxation. But aside from these constitutional considerations and in addition to whatever else might be said upon the subject, the individual retail grocer is unwise to direct a legislative attack against the multiple store plan of operation, per se, since he may find it necessary to use this plan in the future. Likewise is he unwise to advocate the taxation of the retail grocery business, since he creates a precedent that works against himself and he can least afford to pay such taxation. If the individual retail grocer is to solve the chain-store problem, he must start with the right conception of it. He must understand that he cannot talk, frighten, boycott or legislate the chain store out. Anything done in this direction is ultimately a waste of time and expense and delays the proper solution. He must understand that it is a basic rule of economics that competition can only be met by successful competition. It is only if and when he understands this, that he is positioned to solve the

HOW THE INDEPENDENT CAN FIGHT THE CHAIN

problem.

As a trader, what and all he can demand is an equal opportunity and a square deal in competition. That is his right, and he can enforce it. Given that right, it is for him to work out his own destiny. How he can do so we have seen. Hence, it is idle for the individual retail grocer to attack the chain-store conception of doing business, in itself. What and all he can do is to prevent the chain store from interfering with his equal right to trade by monopoly, undue restraint of trade, or unfair methods of competition.

It is to be further noted that for the rank and file of the individual retail grocers their successful competition is best attained by their organization and co-operation.

The Brow



HIS brow studies the buying problems for the 750,000 shoppers in Washington's trading area. Your message in The STAR has behind it the prestige that has been carefully built in the minds of STAR readers for 75 years.

A suburban coverage of 25 miles radius swells the National Capital's half million population to 750,000—a stable, singlecity market reached only in its entirety by a single medium—The STAR. And almost every home in this suburban territory is city serviced daily by regular STAR carriers.

COMPLETE MARKET DATA Verified facts, authentically compiled and checked for absolute dependability in planning advertising campaigns. Special statistics obtainable on request. Write to The STAR'S

TRADE FACTS DEPT.

The Evening Star.

With Sunday Morning Edition WASHINGTON, D. C.

New York Office: DAN A. CARROLL 110 E. 42nd Street Chicago Office: J. E. LUTZ Tower Building

This enables them to secure the advantages of the multiple store plan of retail merchandising and to operate upon the same plane as the chain store. By their organization and co-operation alone can they secure the able merchandising counsel and direction which they must have. And if and to the extent the anti-trust laws are effective to prevent that organization and co-operation of the individual retail grocers which are necessary for their success, then said laws should be amended accordingly. It is not a sound public policy to penalize the small mer-chants of the country by reason alone of their separate identity, to deny them the ability to do what their chain-store competitors can do by reason alone of a single ownership. The consideration that has been extended to labor and the farmer should be extended for the same reason to the small merchants.

The menace of the chain store is the abuse of the great power possessed by it, arising out of its size and its dominating trade position. That power is both its strength and its weakness. The greater its size, the greater the inducement to increase it. The stronger an agency of distribution it becomes, the stronger the inducement to bear down hard upon those from whom it buys and with whom it com-petes. The more intensive its competition, both interchain and with the individual retailers, the more the inducement to exact undue prices from the manufacturer and to use undue methods of competition. This is especially true in the case of a business competing upon a price basis.

Abuse of power is a natural weakness; and it is always difficult to refrain from the abuse of dominating power. The chain store may well contemplate the experience of other businesses which have abused a dominating trade power, in the past. There are many and well-known examples of it.

and well-known examples of it.

The danger of the chain store is
therefore an undue expansion and
the use of unfair methods of trade
and competition. And this danger
is a matter of serious concern to
the consuming public depending

upon a state of open, free and fair competition for its protection, to the manufacturer depending upon the retailer for his distribution, to the retailer competitor who is a small merchant, and to the wholesaler who sells to such retailer.

It is said that the chain store is entering upon the practice of exacting from the manufacturer secret, preferential and discriminatory rebates which enable it to sell at a price at or below the cost to the individual retailer. This is an immoral, unfair and illegal practice and, if pursued, the public will stop it, as it has done with others. Witness the consequence of the practice of exacting rebates of the kind from railroads.

It is said that the chain store is entering upon the practice of ruinous local price cutting, purposed to monopolize the local retail grocery business. This is an immoral, unfair and illegal practice, and, if pursued, the public will stop it, as it has done with others. The chain store may do well to review the history of the anti-trust law and its enforcement. If it does, it will learn that it cannot safely undertake to suppress either the manufacturer or its competitor by unfair methods of trade and competition. And if the chain store is far-sighted, it must plainly see that it cannot succeed against public opposition, that its future lies in the direction of a reasonable expansion and an efficient business fairly conducted. There is no need for it to conduct any other kind of a business, in the light of its great success; and it will not be permitted to do so.

Stephenson Protectahood Account to Z. L. Potter

The Stephenson Protectahood Corporation, Auburn, N. Y., manufacturer of an asbeatos inner lining for automobile hoods, has placed its advertising account with The Z. L. Potter Company, Syracuse, N. Y., advertising agency.

Harry Pearson Joins Seattle Agency

Harry Pearson has joined the copy staff of The Daken Advertising Agency, Seattle, Wash. He was recently with the Seattle, Timer.

Bundscho blazed the trail for fine typography for the advertising profession and it is gratifying to see how many folks now realize the soundness of the ideal.



J. M. BUNDSCHO, INC. Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

129 Local report 91.6%

No. Stores Reporting	LOCAL	Greater Cleveland	25 Mi. Aver.	35 Mi. Aver.	50 Mi. Aver.
12	Automobiles, tires	%	%	%	%
1.0	and supplies	90.25	97.25	99.58	99.85
21	Clothing— Men's and Women's	96.00	99.04	99.85	99.96
6	Department Stores	88.83	92.33	94.66	98.34
15	Electrical Equip- ment	94.60	99.60	99.96	100.00
9	Foods, Condiments and Beverages	97.33	99.22	100.00	100.00
11	Furniture	93.00	96.36	98.73	100.00
15	Jewelry	94.60	97.16	98.72	99.99
12	Miscellaneous	89.66	97.25	99.25	99.92
7	Paints, Hardware and Lumber	86.85	93.14	93.42	95.29
11	Radio and Musical Instruments	91.90	95.55	97.00	97.68
10	Shoes— Men's and Women's	85.20	92.30	96.90	98.70
199	TOTALS	91.65	96.29	98.00	99.06

The Cleveland

Detroit Cleveland San Francisco NATIONAL REPRESENTATIVES: 250 Perk Avenue, New York Cr

THE FIRST ADVERTISING

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P

off

ALLIED 410 N. Mic

Merchants of their business comes from Greater Cleveland

96.2% from within 25 miles!
98% from within 35 miles!
Only 2% beyond The TRUE Cleveland Market!

In the most comprehensive survey of its type ever made 129 Local Merchants go down on record with a statement that proves for all time that the *True* Cleveland Market is a limited area bounded by a 35-mile radius of Cleveland Public Square. Only 2% of their business comes from beyond this 35-mile radius.

The table at the left gives the results of this portion of a survey of 162 local merchants and distributors of national products. Signed questionnaires are on file at The Press. A complete printed report will be off the press by November 1st. Write for it.

Press



First in

ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago

ACRIPPS-HOWAR

Seattle Portland

BUYIN

CLEVELAND

eag

trie

of '

"pro

For Instance, Paris Garters

A. Stein & Company manufactures products of sterling quality that long endure...that wear...and wear ...and wear...and continue to give satisfaction when, by all previous experiences with other similar products, they should no longer be capable of serving their purposes. Who does not know Paris Garters? When A. Stein & Company sought an advertising agency measuring up to its own quality standards it came to McJunkin Advertising Company. As the years rolled on, A. Stein & Company contributed to the agency's record for notably long average duration of service.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING
228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO

Business Press Ready to Meet Industry's New Demands

Era of "Profitless Prosperity" Finds Publishers Eager to Reach New Goals of Service to Industry

N EVER before have business papers faced an opportunity equal to that now existing to make themselves indispensable to industry. Never has the chance for them to grasp responsibilities of active leadership thrust itself before them so obviously as at the present time. For business, especially in its distributing phases is changing to meet new marketing conditions, new habits and new standards.

Can the business press make the processes of readjustment now going on in many fields less irksome and less costly? Can it help recast business in new molds and orient business toward the goal

of adequate profits?

Some 250 publishers, advertising representatives and editors of business papers attending the twenty-second annual convention of The Associated Business Papers, Inc., in Chicago, October 17, 18 and 19, agreed that they are eager to take on new responsibilities. Their job, as they see it, is to translate and interpret in "how to" language what is taking place in industry and what is going to take place. They say they are ready for the

Joseph H. Bragdon, of Textile World, New York, and president of The Associated Business Papers, in opening the convention sessions, pointed out that co-operative regulation with many industries is an accomplished fact today. The present is also an era of consolidations, he declared. F. M. Feiker, managing director of The Associated Business Papers, characterized business at present as being in an era of large volume and small profits. Charles F. Abbott, executive director, American Institute of Steel Construction, termed it a period of "profitless prosperity" which will last until rule-of-thumb methods are swept out of advertising.

"We are undoubtedly in a period of great inflation," George Woodruff, vice-chairman of the National Bank of the Republic of Chicago, warned the convention, "though people will not recognize this fact now. But figures prove conclusively that there is no present inflation in inventories." It is a huge increase in loans represented by investment securities, real estate mortgages and loans made by banks to customers for the purpose of carrying stocks, bonds and real estate obligations that has produced inflation now, he said.

MONEST AND ACCURATE REPORTING

What the business press must do in the light of these conditions, it was emphasized time and again by convention speakers, is to make itself more than an honest and accurate reporter of events. The business paper that grasps its present opportunity will readjust itself to the new situations within its field and interpret trends. It will look beyond immediate conditions and point the way to sane future activities. It will build up new contacts and strengthen the old ones. It will help establish co-operative control of an industry where that industry finds it-self threatened by the competition of new materials.

"What are the inadequate methods which are handicapping our present prosperity and which may menace our future welfare?" asked Charles F. Abbott of the American Institute of Steel Construction. "What are we to do to improve these methods and substitute others in their place?

stitute others in their place?
"Factors of production need not concern us greatly, for the present, at least. We are able to produce more than we can sell. Unlimited capital is available to those who are able to show that they can use it wisely. It is to

the many elements involved in merchandising that we must turn our attention. In this field, outworn methods, worthy only of the horse trader, are still prevalent. They are an obstacle to progress at home, and they hinder us in the development of our foreign markets upon which so much of the nation's prosperity depends."

the nation's prosperity depends."
The whole structure of business,
Mr. Abbott said, is built on service at a profit and not on the
mere exchange of commodities.
"Establish the selling price on a
proper basis of cost plus a reasonable profit and uphold that
price, might well be adopted as an
eleventh commandment," he de-

"Although I am not an advertising man," he continued, "I believe firmly that advertising is one of the most constructive economic forces in existence. Intelligently directed, it will tend to stabilize prices, improve profits and smooth the road for the salesman. I also believe an advertising campaign prepared by rule-of-thumb methods is a waste of money. It discredits advertising in general. We must begin to apply the accuracy of the slide rule to all advertising activities just as the engineer applies it in solving his technical problems. In fact, we need advertising engineers."

A PLATFORM OF SEVEN PLANKS

Mr. Abbott suggested a platform of seven planks for business papers to promote which he offered as a means for bringing merchandising up to the level of production and finance.

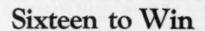
With the acceptance of new goals of service to industry by publishers of business papers it is apparent that frequently these goals can hardly be reached through the old avenues of approach. Publishing methods will doubtless come in for some revamping and editorial points of view must be broadened. Henry W. Bruere, vice-president of the Bowery Savings Bank, New York, indicated this in a discussion of "What the Business Reader Wants in His Business Paper." He asked that business

papers be made easier to read and that they help in conserving the reader's time by offering only authoritative articles. What are the subjects on which a business paper writes its editorials? How does it treat the industry's big problems? What standards does the publication have? Does the editor attempt to help the reader weigh, understand and interpret the contents? Answers to these questions, said Mr. Bruere, will help a reader in grading a business paper fairly.

ness paper fairly.

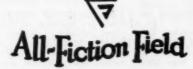
Dr. Hollis Godfrey, president of Engineering Economics Foundation, gave publishers a new point of view on their business in a talk on "The Function of the Business Press in the Growth of Wealth." Much of his time over a long period of years as an educator and economist has been devoted to research in the creation, growth and movement of wealth. All the facts, he said, point to the inevitable conclusion that wealth grows with the printed page, be-cause it is the printed page that gives men the opportunity to be more useful and less wasteful in their activities. The printed page took control of business in 1900, said Dr. Godfrey, and that year also marked the beginning of the greatest era in history of wealth creation. If the business press is actually to meet its full opportunities in the future it must adopt case methods just as medicine and law have adopted them. Princi-ples and facts must be its chief weapons. By organizing useful facts and knowledge for its industry or field of business, Dr. Godfrey pointed out, the business paper could make itself as essential in the creation of wealth as finance already is today.

Another educator, Max Mason, president of the University of Chicago, pointed out lucidly the new unity existing between scholarship and business today. The university he heads has been working hand in hand with the packing industry for several years. Dr. Mason said that business and the universities alike were recognizing a common factor in fields of endeavor once



In these days of keen competition for new markets, the alert advertiser uses the ALL-FICTION FIELD, knowing that he can win the instant attention of an audience of quick responsiveness.

It is a predominantly male audience, full-blooded, youngminded. It knows what it wants and gets it. It is a cross-section of America that can be reached through no other media than the magazines comprising the ALL-FICTION FIELD.



Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO

looked on as being contradictory. At the annual dinner of the convention, the topic of today's prosperity, how long it will last, and the relation of the business press to present trends in industry came up for further comment. George Woodruff, already quoted, ex-pressed the belief that business needs to hold its horses, for the elephants are coming." Usually an optimist of marked buoyancy, Mr. Woodruff said, "In 1927 we are undoubtedly in a period of great inflation, but people will not recognize this fact now any more than they would a year or so be-fore the panic of 1907 and the deflation of 1920. Our business men have been so busy watching for inflation in commodity prices that they have failed to see it as it has made its appearance in a different suit of clothes. While we may expect reactions from time to time, it is hardly to be expected that the great inflation of 1927 will crumple up for some time to come, because running true to form, the inflation in securities and real estate will doubtless go on until the supply of credit bescarce; and the huge amount of unused potential credit in the Federal Reserve Banks, together with the gold that has been warehoused to secure gold certificates, should insure against a serious credit shortage for a considerable number of months at least.

Dr. Julius Klein, Director, Bureau of Foreign and Domestic Commerce, added his warning to Mr. Woodruff's. "A busy business is not necessarily a prosperous one, at least for the employer, owner and those dependent upon them in financial and other circles," he said. "High gross receipts and high profits are not always synonymous. As long as the ultimate purpose of business is profit, just so long is it necessary to be certain that the rumble of the busy machinery is not due to slack belts and loose cogs and that its operation yields something more than noise."

As long as our engineers and scientists continue to increase the output per worker and discover

new products we can maintain our present prosperity, Edward vice-president of the Mc-Mehren, Graw-Hill Publishing Company, New York, prophesied. "We are in this cycle: we use greater and greater amounts of power in industry, and as a result we increase the output per worker," he said. "This, in turn, has two effects, first it increases the work-er's earnings and second, it decreases the number of workers in a given industry. If the surplus of labor can then find employment in a new industry, the new product can be sold, because the work-ers in the old industry have increased their earnings and consequently their purchasing power. There are allied factors as well. We have a people remarkable in its receptivity to new products, and we have developed an equally remarkable avenue for conveying knowledge of the new products to them, namely advertising.

"The responsibility of every American business executive therefore is to give generous support to cost reduction efforts and to industrial and scientific research. They must have faith in the receptivity of the American people and a knowledge of the use of advertising to take advantage of that receptivity."

THE CLOSING SESSIONS

At the closing sessions, John Nind, Jr., president of the Peri-odical Publishing Company, Grand Rapids, Mich., and a president of the A. B. P., commented briefly on the disappearance of the old time lack of cooperation between editorial and business departments in publishing. The core of the apple is still the editorial contents of the paper, he said, and editors are earning their authority nowadays. He sounded a warning against horizontal expansion in business publishing, as Joseph H. Bragdon had at the opening of the convention, urging publishers to beware of starting and acquiring new publications merely to capture new

M. C. Robbins, president of the Robbins Publishing Company,

Growing with the population is all right, of course. But growing away ahead of it bespeaks extraordinary virtue! The Washington Times, Washington, D. C., is doing just that growing away ahead of its population. From Sept. 30, 1926 to Sept. 30, 1927 The Times' actual increase was 38.5% making a total net paid circulation of 75,767 There's virtue in that for advertisers!

"SELL IT IN THE ALL



IRRESIST IBLEas the Tide!

In sweeps the irresistible force of the tide. Neither kings, nor steel, nor granite, nor nations, nor money can stop its rising. It lifts—it lifts and moves Leviathan-tonned cargoes of goods as if they weighed no more than feathers.

The Sunday New York American has achieved such an irresistible tide of humanity.

It lifts and moves more goods than dozens of Leviathans could stow in their holds.

It has the force of 1,120,022 ambitious eager-appetited, full-living, free-spending families. They choose to pay 10 cents for it—50 per cent more than for other Sunday newspapers. If price establishes quality, then this tide comprises more top-hats than Opera opening nights. If quality means taste for the better things, desire for the better things, AND money to buy them, then here is Quality's Klondike.

NEW YOR

DAY HOME NEWSPAPER"

Here are thousands—tens of thousands—hundreds of thousands of large income earners. Quality in the mass—a good proportion of over a million—with desire for the luxuries, with knowledge of the luxuries, with means to acquire the luxuries. They pack the first-class cabins of ocean liners. They ride in cars distinguished by their cost. They indulge their families—nothing too good for sons and daughters of theirs—a new car every year or so—each new one a step up in price.

Advertising appropriations take absurd kangaroojumps when quality is bought in retail quantities. You can buy quality WHOLESALE in the Sunday New York American. When quality advertising—when any advertising fails to harvest elsewhere, invariably executives-who-never-quit turn to the Sunday New York

American—and stay.

Why do they stay?

Because the purchases of its 1, 100,022 homes show conclusively the many extra readers a Sunday newspaper brings them. Because Sunday advertising pulls all through the following week.

Because its 772,747 in Metropolitan New York form the greatest Metropolitan standard circulation in America

—morning, evening or Sunday.

Because in Westchester, Suffolk and Nassau, the three wealthiest quality counties in America, it goes to as many homes as its next two standard competitors added together.

Because its 283,807 in The Golden Suburbs mark high tide—more than all three other standard Sunday newspapers combined—more than all standard weekday moming newspapers combined—more than all standard weekday evening newspapers combined.

On Sunday when most families read one newspaper all

day-morning, noon and night.

Don't buy quality in retail quantities. Buy it wholesale. Buy it as part of the irresistible force of such a tide—a tide that will lift and move your goods to the greatest possible volume of consumers.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK

CHICAGO

BOSTON
5 Winthrop Square

SAN FRANCISCO Monadnock Building

New York, described the International Advertising Association's proposal to establish a house organ which would solicit paid advertising. "I have a vigorous protest to make if the International Advertising Association endorses an association organ which will compete with the Associated Business Papers," he said. "The proposition is wrong and unsound. What is the situation? I. A. A. is pressing hard for its very existence. Its income is uncertain. It must keep its members sold, so in spite of the killing off of Associated Advertising a few years ago, the association is turning to the publishing business as a sure road to easy money. On November 7 this matter will come before the association's Advertising Commission, in Boston. I ask that the Associated Business Papers impress their ideas strongly on the Commission at that time.

Joseph H. Bragdon, president of the A. B. P., announced that the spring meeting of the association would be held at Shawnee-on-the-

Delaware.

Sydney A. Hale Wins A. B. P. Editorial Award

SYDNEY A. HALE, managing editor of Coal Age, New York, was awarded \$500 for the best editorial appearing in a member publication of the Associated Business Papers at the annual convention of this group and the National Conference of Business Paper Editors in Chicago last week. "No More Panaceas," an editorial appearing in Coal Age, July 15, 1926, was chosen by the jury of awards.

For honorable mention, the jury selected C. K. McDermut, Jr., managing editor, Dry Goods, Economist, New York, for an editorial, "See Santa—Fifty Cents," appearing in Dry Goods Economist, December 18, 1926; W. V. Morrow, editor, Furniture Manufacturer and Artisan, Grand Rapids, for editorial, "Does Ultimate User Want Lumber or Furniture?" appearing

in Furniture Manufacturer and Artisan, October, 1926; F. L. Steinhoff, editor, Brick and Clay Record, Chicago, for editorial, "Insure Against Product Obsolescence," appearing in Brick and Clay Record, March 29, 1927; J. Leyden White, associate editor, The American Painter and Decorator, St. Louis, for an editorial, "Should the Master Painter Be Licensed?" appearing in The American Painter and Decorator, April, 1927; and Frank C. Wight (deceased), edi-tor, Engineering News-Record, New York, for an editorial, "What Kind of Education?" appearing in Engineering News-Record, Janu-

ary 27, 1927. V. B. Guthrie, National Petroleum News, Cleveland, was elected president of the National Confer-ence of Business Paper Editors. Douglas G. Woolf, Textile World, New York, was elected vice-president and E. L. Shaner, Iron Trade Review, Cleveland, secretary-trea-surer. Kenneth H. Condit, American Machinist, New York, and N. C. Rockwood, Rock Products, Chicago, were elected to the ex-

ecutive committee.

Made General Manager of New York "Daily News"

Roy C. Holliss, who has been assistant general manager of the New York Daily News for the last six years, has been appointed general manager. For ten years previous to his joining the Daily News, he served as Eastern representative of the Chicago Tribuse, in charge of the New York office.

He succeeds W. H. Field who will remain with the Daily News in a supervisory capacity as second vice-president and a director of The News Syndicate Company.

Company.

Beh & Company Appoint Griffin, Johnson & Mann

Beh & Company, New York, sales agents for household articles, have ap-pointed Griffin, Johnson & Mann, Inc., New York advertising agency, to direct their advertising account.

G. J. Podeyn with Batten

George J. Podeyn, formerly manager of the Pacific Coast division of the Na-tional Broadcasting Company, bas joined George Batten Company, Inc., to direct service on radio broadcasting for clients of this agency.





We again talk about

GAINS!

of being tiresome

OCTOBER was our biggest issue with a gain of 74% over a year ago.

And now-

NOVEMBER steps into the premier position with a gain of 19% over October and 80% over the same issue a year ago.

Which proves that advertisers have quickly recognized the sales possibilities in a market of 600,000 Shriners and their families. May we tell you about this market?

THE SHRINE MAGAZINE

1440 Broadway • New York

*Phone: Pennsylvania 7827

Tribune Tower

Little Building BOSTON



—stores filled with a thousand gifts competing for attention.

Out on the streets with these buying crowds, 24-sheet posters deliver a powerful selling message—and keep on delivering it all day long and every day with bright, colorful persistence. Reaching early shoppers and late ones—bankers and mechanics—wives who buy and husbands who pay—posters present the big story in units of 300 square feet of vivid advertising.

Posters are sold in showings, covering the town for each advertiser. Poster space, unlike that in other mediums, is limited in quantity. Only a few advertisers can use it in any city. The poster advertiser steps out of the crowds of those who sell—and reaches the crowds who buy—at a cost of only 3 cents per thousand circulation.

people adver

New Y Chicago Philade Clevela St. Lou Baltimo Pittsbur Minnea Washin New O.

Comple design

Kansas Indiana

One N

GENERA 1 Park We are

Please cities.

have a combined resident population of over 16,000,000 people, but where 50,000,000 people come for their Christmas shopping. Poster advertising covering the entire group costs only \$675.70 per day, including the making of the posters.

City	Resident Population	No. of Posters	Space Cost per Month
New York City	5,629,600	260	\$4,837.20
Chicago	3,048,000	160	2,608.00
Philadelphia	2,008,000	100	1,650.40
Cleveland	1,068,200	90	1,681.20
St. Louis	874,100	100	1,650.40
Baltimore	808,000	66	895.60
Pittsburgh	745,500	80	1,276.80
Minneapolis-St. Paul	680,000	86	1,106.00
Washington, D. C.	536,300	22	402.00
New Orleans	419,000	44	609.60
Kansas City	375,000	32	576.00
Indianapolis	367,000	40	534.00
Total	16,608,700	1,080	\$17,827.20
Complete cost including estima design and posters			.20 per mo.

General Outdoor Advertising Co.

One Park Avenue New York

p

Harrison & Loomis Sts.
Chicago

Sales Offices and Branches in 60 other Cities

	AL OUTDOOR ADVERTISING Co., Inc., Avenue, New York, N. Y.
We a	e interested in securing volume sales in the following cities:
Please cities.	end us marketing and poster advertising information on these
	ompany
	Adress

A Dream, a Banker . and a STEAM SHOVEL

A strange trinity-yet these three symbolize an annual billion dollar market for building materials and home furnishings alone, that like Porthos, Aramis and Athos, work together, "all for one—one for all."

The home-builder and the architect spin their dream. The banker listens and advises. The contractor makes the dream come true.

Reach this inseparable combination with your advertising story. Keep these three factors in the final expenditure of billions of dollars every year alive to the merits of your product. The National Shelter Group reaches this billion dollar market with deliberate intensity, economy and directness, and with new profit for all. With but two sets of color plates and for but \$6,500 a page, you can send your story right to the heart of the richest market in the world.

Every manufacturer of Shelter Products, every sales manager, space buyer and account executive should have at his elbow our "Condensed Analysis of the Shelter Market."

NATIONAL SHELTER GROUP

Color Service

WALTER C. McMILLAN, Inc.

565 Fifth Ave., New York

REPRESENTATIVES W. FREDERICK WILLCOX, O WARREN T. MAYERS, New York 307 No. Michigan Blvd. 565 Fifth Avenue GORDON SIMPSON, Los Angeles 1008 West Sixth Street MAIL COUPON FOR FREE COPY WALTER C. McMILLAN, Inc. Please send a copy of your "Condensed 565 Fifth Avenue, New York City Analysis of the Shelter Market" to Name. State .. Address



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trains san follares becchar can stoothe ma crim for the pie of

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Curbing Trade-Mark Infringers Without Strong-Arm Methods

This Company Believes That Most Infringements Are Unintentional and It Acts Accordingly

By Lucien T. Warner Of The Warner Brothers Company

O UR belief is that almost all people in business intend to respect trade-marks. But there is a great deal of ignorance as to what is a trade-mark—and some lack of appreciation of the serious consequences to the owner of the trade-mark, when it is infringed.

We have had practically no trouble, for many years, with our major trade-marks: Warner and Redfern. But when we originated certain garments and gave new trade-marks to them, we had the same trouble that usually seems to follow in such cases. Eastman had a lot of trouble making dealers "Kodak," respect his trade-mark because the trade-mark was a handy name for any snapshot camera. Similarly, "B. V. D. stood for athletic underwear, and the fact that it was a valid trademark did not prevent its indiscriminate and improper use.

When we originated a new foundation garment that combined the brassiere and girdle in one piece, we gave it the trade-mark of "Corselette." Competitors immediately made similar garments, and gave them other names. However, retailers, their saleswomen, consumers, even competitors' salesmen, began using "Corselette" indiscriminately to identify all articles of the same type.

We had to move and move quickly. We were convinced that the practice was due to lack of information. The fact that every garment, every label, every advertisement contained the line: "Trade-Mark Reg., U. S. Pat. Off.," seemed to mean nothing. Theoretically, all the world knew it was our trade-mark. Actually, few knew it. Why then should we start a lot of damage suits against people who did not know better and did not mean to infringe?

We decided to educate—not sue. First, we advertised in the business papers—month after month. The first advertisement ran as follows:

ONCE upon a Time
A WIDE-AWAKE Company
PRODUCED
A NEW KIND of Corset
THOUGHT it up Themselves
AND GAVE it a Name
A CUTE Name
THAT PEOPLE Remembered
AND PRONOUNCED Easily and
IT was a Great Success
SO THAT every other Company
BIG and Small
COPIED the Idea
OR Tried to
BUT They did not
COPY the Name
BECAUSE the First Company
THE ORIGINATORS
ASKED the Government ASKED the Government TO GIVE them EXCLUSIVE Right to it AND anyway
CORSET MAKERS don't Copy
EACH Other's Names
FOR they Have
NAMES of their NAMES of their OWN
BUT SOME People
NICE People
WHO Buy Corsets in Dozens
AND Sell them in Pairs to
WOMEN Who Call for them when they
READ the Advertising
SOMETIMES Forget that this Name
BELONGS to the Company who
ORIGINATED it and WHO
ORIGINATED the Garment that is
PUTTING Pep
INTO the Corset Business and
SOMETIMES They Advertise This Name
AND Talk This Name
WHEN they Sell the Copies
AS WELL AS the Originals
WHICH is Very Confusing to
CORSET Wearers
AND Very Distressing to
THE WARNER BROTHERS COM-PANY
WHO Originated the
CORSELETTE and Named it
CORSELETTE CORSELETTE
BUT Now that
THE FACTS are Known
SURELY no one will
EVER Again Call Anything a
CORSELETTE Unless it is
WARNER CORSELETTE or a
REDFERN CORSELETTE
WE THANK YOU.
(With apologies to K. C. B.)

Only The Original Is Labelled Corselette (Registered U. S. Patent Office, number 153,274)

Other Warner Registered Trade-marks: "Wrap-Around," "Oriental," "Egyptian."

second advertisement said among other things: "If someone came into our factory at Bridgeport and while we were not looking, took a Corselette and carried it out with her, that would be stealing. If someone deliberately uses the name 'Corselette,' which belongs to us, to sell another manufacturer's corset-brassiere, what would that be? Trade-Marks Are Property. Our trade-mark 'Corselette' has cost us a lot of money. We have spent hundreds of thousands of dollars advertising it and building up our exclusive property right to it. Perhaps there are some people who do not realize that when they use this name for other corset-brassieres, they are appropriating private property that belongs to us. Won't you be especially careful to respect these property rights, and would you likewise insist that other people speaking to you and in your hearing, respect them?"

A third advertisement was entitled: "Merchants Respect Trademarks," and reprints of this advertisement were used as an enclosure with a letter that we sent to every merchant who infringed the trade-mark.

Other advertisements were headed: "What Are the Most Valuable Trade-marks in the Corset Industry?" and, "If Warners Had Not Originated the Corselette, Where Would Corset Departments Be Today?" Both of these stressed the importance and value and the exclusive characteristics of the trade-mark.

At the same time we had a clipping bureau send us every advertisement of any retailer or manufacturer that mentioned the word. In every instance where our sales records showed the trade-mark "Corselette" was not used to identify our goods, we wrote a letter, usually reading as follows:

Dear Sir:
RE. TRADE-MARK CORSELETTE
The enclosed advertisement indicates

the use by you of one of our trademarks on goods not of our manufacture, which is undoubtedly due to the fact that you do not know it is our trade-mark, as we are sure you have no intention of trespassing on our rights. We originated the Corselette and gave

We originated the Corselette and gave it this name and we have protected the name by registering it in the United States Patent Office as a trade-mark under No. 153,274, issued March 14, 1922

We are carefully marking every garment and every label with the information that this is our registered trade-mark, and we bespeak your co-operation in our

tion that this is our registered trade-mark, and we bespeak your co-operation in our effort to protect our property. An acknowledgment of this letter will be appreciated and we ask you to pass the word along to your Advertising Department, to your Buyer, and your Salesgirls, so that they may all surely know that no garment can be sold as a Corselette unless it is made by us, and no woman who asks for a Corselette can fairly be offered a substitute.

Respectfully yours,

Hundreds of such letters were written and in not one single case did the recipient refuse to acknowledge our trade-mark. Occasionally a short interchange of letters was necessary to secure an understanding of the situation, but it always ended with the merchant or competitor expressing his willingness to co-operate.

At present we find comparatively little improper use, but no misuse is allowed to pass unnoticed. I suppose "Kodak" and "Vaseline" and "B. V. D." are still misused on occasion, so any of us who originate a new article and give it a trade-mark name will have to be eternally vigilant.

In the case of "Corselette," I believe our courteous, persistent campaign that contained no threats, that recognized the situation for what is was—one of ignorance, not of intention—has won many friends for us. At the same time, it has effectively controlled infringements.

C. W. Myers with Ko-Pa Corporation

Charles W. Myers, formerly with Armour & Company, Chicago, has become vice-president and sales manager of the Ko-Pa Corporation, Chicago, cereal manufacturer.

Joins Edward S. Kahn Arnold S. Mason has joined the copy staff of Edward S. Kahn, Akron, Ohio, advertising. OCTOBER postoffice statements show The Detroit Free Press with new high circulation figures—the greatest in its history.

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Average circulation for the preceding six months was daily 229,294, and Sunday 276, 016.

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This represents an increase of 17,091 daily or 8% over the corresponding statement for 1926, and an increase of 15,590 Sunday or 5.9%, the Sunday Free Press showing a greater percentage of circulation increase than any other Detroit newspaper.

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Advertisers may now buy circulation in The Detroit

Free Press with a present total available of 245,565 daily and 292,113 Sunday, these being the September averages.

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The circulation of this newspaper assures the advertiser a coverage of three out of every four homes in the twenty-five best buying districts of the City of Detroit, and every other home in the entire Detroit market.

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This is the very best productive circulation available in the Detroit market today.

The Detroit Free Press

VERREE &

National

New York Chicago

Detroit

Representatives

San Francisco

Refunding Money on Repossessed Instalment Merchandise

THE MAYTAG COMPANY NEWTON, IOWA

NEWTON, IOWA

Editor of PRINTERS' INK:

I have recently been informed that some States are passing laws requiring a dealer on repossessed electrical appliances to refund 50 per cent of the amount paid in on an instalment contract. A couple of our dealers have inquired about this, and we would like to get the information for them.

ROY A. BRADT,

Advertising Manager.

LECTRICAL appliances when ELECTRICAL approach are sold on the instalment plan are treated no differently, in the eyes of the law in the various States, than is other merchandise. So PRINTERS' INK is informed by a The laws of reliable authority. the States vary, we understand, in regard to the form and terms of Conditional Contracts of Sale. A "Uniform Conditional Sales Act" was drawn up by the Commission on Uniform State Laws of the American Bar Association in 1919, which year this Act was adopted by the States of Arizona, Delaware, New Jersey, South Dakota and Wisconsin. West Virginia adopted it in 1921, New York in 1922 and Pennsylvania in 1925. To date, eight States have

Section 19 of this "Uniform Conditional Sales Act" provides that if the buyer (consumer) does not redeem the repossessed merchandise within ten days after the seller (dealer) has retaken possession, and the buyer has paid at least 50 per cent of the purchase price at the time of the retaking, the seller is obliged to sell the merchandise at public auction, of which at least ten days written notice must be given the buyer.

Section 25 of this Act provides that if the seller (dealer) fails to advertise the goods and resell them as provided in Section 19, the buyer may bring action against the seller for his actual damages, if any, and in no event shall these damages be less than one-fourth of the sum of all payments which have been made on the contract up

to the time of retaking, with interest.

The use of a conditional contract of sale is not recommended in the States of Louisiana, Missouri and Ohio. Because of peculiar local laws in these States, chattel mortgages or leases are generally used. For example, the laws of Missouri with respect to conditional sales provide that if a vendor wishes to retake the property sold under the conditional contract of sale he must first tender to the purchaser or vendee, 75 per cent of the amount that the purchaser has paid up to that time, retaining 25 per cent of the amount for the use of the property. It is for this reason that chattel mortgages are used in the State of Missouri.

Manufacturers whose goods are sold through local dealers on the instalment plan would do well to keep themselves posted on the status of the conditional sales acts various States.- [Ed.

PRINTERS' INK.

Lumbermen Conduct Campaign on British Columbia Shingles

The Consolidated Shingle Mills of British Columbia, Ltd., an organization of fifty lumber dealers of British Columbia, has started its advertising campaign on British Columbia red cedar shingles. These are being marketed under the name "Edgwood." The association, since early this year, has been engaged in raising funds for this advertising. vertising.

An appropriation of \$100,000 has been made, based on an assessment of 10 cents per thousand shingles cut by members of the organization. Plans call for the use of magazines, trade

papers and direct mail.

Appointed by Sandmeyer Agency

A. F. Egger, formerly sales manager with the Nachman Spring-Filled Company, Chicago, manufacturer of spring units, has been appointed a representative of R. E. Sandmeyer & Company, Chicago advertising agency.

New Account for Evans, Kip & Hackett

The National Oil Products Company, Harrison, N. J., has appointed Evans, Kip & Hackett, Inc., New York adver-tising agency, as merchandising and ad-vertising counsellor.



A Market You'll Want To Reach

It comprises the buyer power, the industrial and the agricultural wealth of Michigan outside of Detroit.

It has all of the advantages of a big metropolitan market without its complexities. The natural division into eight concentrated centers lowers distribution costs. reduces waste and insures more families per thousand with the means to buy than in any other market of equal size.

1,254,000 population served by The Booth Newspapers with over 260,000 daily average net paid circulation.

Write for a copy of "The Michigan Market"

Flint Daily Journal Kalamazoo Gazette

Grand Rapids Press Saginaw Daily News Jackson Citizen Patriot Muskegon Chronicle Bay City Daily Times Ann Arbor Times News

I. A. KLEIN, Eastern Representative 50 East 42nd St., New York

J. E. LUTZ, Western Representative 6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

WHY worry about saturation, when . . .

—in New York City there are hundreds of thousands of families whom nobody has ever tried to sell a car.

THESE NewYork families don't need automobiles, in the sense that farmers do need them. They can get along without cars—but so could half the automobile owners in Iowa!

TRAFFIC is no more of a **problem** in Brooklyn than it is in Ottumwa or Long Beach or Burlington. New Yorkers are so used to traffic that it doesn't scare them, anyway.

ROADS around New York are no more crowded on Sunday than are roads in Wisconsin. There are just as many places to go!

And unless you insist upon living in the hotel zone or on Park Avenue, garage rents are no higher in residential neighborhoods in New York than



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An IMPERTINENT suggestion to AUTOMOBILE MANUFACTURERS

they are in neighborhoods of the same grade elsewhere. Gas, tires and maintenance COSIS are pretty much the same everywhere.

YET these New York families earn and Spend more than any large group of people in the world. They buy more luxuries. They spend freely on all kinds of things. They have been sold on theatre tickets at scalpers' prices, on trips to Europe, on elevator apartments, on sporting events that show gate receipts of millions, on overpriced almost-liquor, on expensive restaurants, \$2.20 movies, caviar, broccoli and strawberries in March, iceless refrigeration, evening dress, winter vacations, hundred-dollar-a-month housemaids, weekending, etc.

BUT NOBODY has ever sold them on the idea of owning an automobile—that it might be worthwhile or fun or healthy or pleasant to OWN a car. While people elsewhere have become motor minded and auto-accustomed, motor vehicles to

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most New Yorkers are something to look out for on the street.

TT SEEMS TO US that you automobile manufacturers have a big advertising job to do in this town, a job of changing or moulding mass opinion in large quantities, as quickly as possible. You can't expect your salesmen to do it. If you had fifty salesmen here and each man called on four homes a day, it would take them more than three years to cover 2,500,000 families in New York city and suburbs.

Your job needs advertising; advertising addressed to New York, and not written in terms of Detroit or trade competition. Mass advertising!

And your advertising needs The News-1.250,000 circulation a day; more than a million in New York City alone, reaching almost 70% of the families. The News will deliver your message at a far lower cost, because the small page and the small paper bring advertising to the most eyes as well as to the most people-at the lowest milline rate.

We'd like to tell you MOPE about this subjectat your convenience and our obligation.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

Ice Cream Has Been Taking Itself Too Much for Granted

Knowing That "Everybody Likes Ice Cream" Has Led This Industry into Many Problems—Advertising Is Being Viewed as the "Deus ex Machina"

By R. B. Smith

Editor, The Ice Cream Trade Journal

"E VERYBODY," said a sententious city official, welcoming the delegates to a recent
ice cream manufacturers' convention, "everybody likes ice cream."
"And that," murmured one of
the industry's leading advertising
managers who sat next to me, "is

the hell of it."

Ice cream has been variously called "the national dish," "America's most notable contribution to the menu," "Nature's best food in its most delightful form." The aforesaid convention orator who proceeded to declaim of his devotion to it from childhood on would have found any audience he might have addressed on the subject in as complete sympathy with him as the particularly interested one before him.

But the one that he had before him is beginning to wonder if this lip-service is really backed by—shall we call it "mouth-service"? With that wondering has come a growing appreciation of the fact that the "speaking role" must be transferred from consumer to manufacturing industry if ice cream is not to be left to face a variation of the situation in which Mark Twain found the New England weather—everybody praising it, but nobody doing anything about it.

Just about everything that anybody is doing about it may be quickly seen from a glance at the per capita consumption figures as compiled by the United States Department of Agriculture for the last five years: 1922—2.43 gallons; 1923—2.68 gallons; 1924—2.50 gallons; 1925—2.80 gallons; 1926—2.77 gallons. Not much action, except vertical—up and down—in the tale these figures tell. But, like most dull tales, it carries a

moral at the end, and the moral that the ice cream industry has found there may be set forth in the familiar phrase, still cryptic to some of its members, "It pays to

advertise."

Ice cream was known to Catherine di Medici and first popularin this country by Dolly Madison, perhaps-but the fact remains that, as a commercial prod-uct, it dates back only to 1851. As an industrialized product it belongs almost wholly to the Twentieth Century. The manufacturing of it became "big business" as recently as 1923 when the National Dairy Products Corporation, the first of the new consolidations, was formed. Whether it is to be "big business" in fact, as well as in name, say those who know its problems best, will depend upon how it solves what is undoubtedly its biggest problem of all—the attitude of the individual manufacturer and of the industry in general toward adver-

MOST COMPANIES MAKE GOOD ICE CREAM

Part of that problem is summed up in the plaint of the advertising manager quoted at the beginning of this article. With all of the advertising, and the occasionally very effective advertising, that has been done by individual manufacturers, it is yet evident that the position of ice cream in the publie estimation has, on the whole, been taken for granted, rather than as a challenge. To comply with the rigid laws governing their ac-tivities in almost every State and with the standards of their industry, manufacturers have spent their thousands on expensive sanitary equipment, paid good prices for good raw materials and placed

their product on such a basis that, for example, the Reid Corporation of Brooklyn can today advertise, as it is doing, that "All reputable companies in our industry make pure ice cream—do not use adulterants. All production is under the rigid inspection of the boards of health." At the same time they have, until recently, so largely ignored public ignorance of these facts that the wisest of us who eat advertised baker's bread at a meal topped off with advertised canned fruit—both successors to home-made products—will still make invidious comparisons between commercial ice cream and the yield of the family freezer of the fond days of childhood.

Until recently, there was, perhaps, some excuse for advertising apathy in the industry. For the first ten years of this century, at least, its expansion was rapid and relatively easy. In the early years of that decade, before the advent of mechanical refrigeration in the plant, there were few concerns in the country with an output exceeding 100,000 gallons a year. total commercial gallonage did not run far beyond 25,000,000. aggregate capital invested in the industry was not more than \$15,-000,000 to \$18,000,000. By 1910, even with that earlier gallonage figure quadrupled, with the capital investment risen to \$75,000,000, the industry was supplying an annual per capita appetite for only 1.04 gallons of ice cream.

Today, however, the story must be told in larger figures. There are now about 4,500 ice cream plants, large and small, doing wholesale business exclusively or chiefly. Their output for 1926 was estimated by the United States Department of Agriculture at 324,665,000 gallons. Figured at \$1.50 per gallon of yearly output, the capital invested in them amounts to close to \$487,000,000.

The final touch to be given to this garland of statistics decked over the years is to hang on it the fact that the per capita consumption of 1926 was more than two and one-half times as great as that of 1910. Thus completed, we have an interesting set of contrasts and a very impressive one—until we recall our earlier notation on what this all-important tell-tale per capita figure has been doing during the last five years; until we observe how tightly the ranks of the industry are now closed up; how modern machinery has increased production capacity and how many plants are not producing to capacity; how hot is the competition for dealers; how closely gallonage fluctuates with the mercury and how rapidly the pace of expansion along the old, easy lines is slowing down.

Then we begin to wonder if, during these years, the industry has done more than grow up to the production limits set by that merely natural, taken-for-granted liking for ice cream which has been the birthright of a great population scattered over a wide territory, at first illy supplied and only recently fully covered by commercial ice cream plants; a de-velopment in which little more has been attempted than to keep pace with the increase of that population, with the urbanization of the country and the spread of urban habits of indulgence, with the loosening purse strings of a more freely spending generation with the general swing from kitchen-prepared to factory-made foods.

ADVERTISING MAY BE THE WAY OUT

That is what statistics and experience indicate and it is that conclusion drawn from statistics and experience which has led farsighted men in the industry and shrewd outside investors in the recent big consolidations to see in advertising not only a way out of a threatened production impasse, but a promotion agency that can be used with a freshness of effect and to a degree of profitableness which may, today, be expected in few industries as old and for few products as familiar as this one.

Of course, all this is not to say that advertising has not been widely used in the industry. An advertisement of ice cream has been found in the New York Post Boy of June 8, 1786, and there has been a fairly consistent increase in

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Three yards to go one man





gains

another plunges through for that other yard and goal.



That's the situation in the game of winning the Indianapolis market. One paper takes you two-thirds of the way—a second paper puts you across the line.

As a fundamental fact, Indianapolis has 121,945 homes in the city circulation area, by Post-Office count. (Check-up just completed shows less than 1% variation.) One evening paper-first in circulation-carries the ball to 85,522 homes, and is through—only two-thirds of the way down the field. To reach the goal, you must give the ball to a second paper. A morning paper might add volume circulation but heavy duplication kills assurance of coverage. It must be another evening paper-same field, same time-reaching and selling that other third. That means the TIMES-with a city circulation of 47,655 (latest A.B.C. figures), completing coverage with minimum duplication.

Indianapolis is a Two-Paper Market

You can't afford to overlook one-third of this rich market. Put the TIMES into the game.

The Indianapolis Times A Scripps - Howard Newspaper

the total of newspaper, outdoor and dealer display space devoted to ice cream as the industry has grown since 1900. What is still new is the angle of advertising approach proposed for this new per capita-lization of the ice cream opportunity. What is entirely new is the contemplated scale of advertising. What is new enough to be the subject of critical debate in the industry is this formulation of the industry's sales problem which has given rise to so many hopes—and fears.

The first efforts of the industry to do more than take the public liking for ice cream for granted and to persuade the public to do more than take ice cream for granted have developed in two directions. On the one hand, prompted by the experience of the milk man and some other contemporaries, the ice cream manufacturer has set out to discover and proclaim the "food value" of his product and his early achievements in this direction have been very surprising and very, very satisfactory. After some preliminary work with physicians and public health officials, in laboratory ex-periments and in nutrition tests in the schools, he has developed an impressive line of well-authenticated advertising copy of this type.

A NEW PLAYER IN AN OLD GAME

In other words, this is the old game of turning a so-called luxury into something like a necessity, taken up by a new player. It may be recognized as such frankly and without a trace of cynicism, for there are plenty of guardians of the public interests to certify to the ice cream manufacturer's right in the game and to the public importance of his contribution to it. In the development of our theme, however, we have only to note that, in this angle of approach to his goal of increasing per capita consumption, the manufacturer has found a new, convincing and even spectacular reason why the American consumer's heritage of a natural, taken-for-granted liking for ice cream should be cultivated, improved and increased to his own benefit and to the greater profit of

industry that serves him. the In the other direction, the new efforts of the ice cream advertiser to carry sales beyond what have been accepted as "natural" limits have taken the form of getting a real "kick" into the confection and refreshment appeal of his product. The popularity of many ice cream novelties in the last year or two is a result of this; as is the industry's new interest-despite the many delivery, service and general overhead problems involved—in the development of business in fancy molds and party individuals; as is acceptance of the fact that the high percentage of preference extended to vanilla, chocolate and strawberry does not indicate that a profitable public interest in ice cream can be kept alive on these flavors alone.

Unlike his advance in the direction of sales promotion by emphasizing food value, the ice cream manufacturer cannot commit himself to outpost duty in this other direction without giving serious consideration to a host of questions affecting the most important cost problem of the day-the burdensome increase of distribution expense. This may not be gone into at length here, but it may be pointed out that an analysis of the industry's expense dollar in 1925 and 1926 by the new Accounting Bureau of the National Association of Ice Cream Manufacturers which shows a progressive decrease products and manufacturing costs and a progressive increase in selling and delivery costs simply pictures a condition which has been developing for several years—and, incidentally, a condition which per-haps only the new type of sales promotion can correct.

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This possibility comes about through the fact that today's most important factor in pushing up distribution costs for the ice cream manufacturer is the dealer situation he faces. Looking at the expansion of earlier years from this viewpoint, it may be seen that it was accomplished in large part by increasing the number and categories of the industry's dealer-outlets until, at length, this increase could only be carried on by push-



Why Have Dallas Bank Deposits Gained \$16,000,000?

And why have the resources of the same banks increased nearly \$20,000,000 since the last (June 30th) report?

It is the largest gain in the banking resources of this city in six years.

The answer is inevitable. Where there is more money there must be more business.

And behind the business

up-turn, in this greatest of all cotton centers, is the new cotton market with its redoubled prices.

Straight ahead lies a season of business expansion throughout the Dallas market area. Everybody realizes that now.

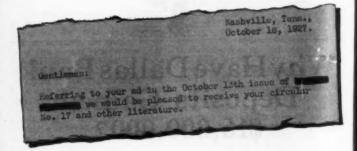
That's why the banks are swelling. That's why this is your advertising opportunity.

The Dallas Morning News The Dallas Journal

Your logical advertising combination. One order, one handling, one special rate.

REAL INDUSTRIAL

Is This Inquiry an Asset or a Liability?



It depends entirely upon the objective of the Industrial Advertising—(l) to sell by mail; (2) to build a mailing list; (3) to establish securely the product and salesman in the minds of industrial buyers; or (4) to measure the effectiveness of advertising copy and media.

Some industrial advertisers welcome inquiries even though often they incur expensive follow-up. But it is the policy of the most successful industrial advertisers to RELY on the yardstick of Recognition in measuring finally the effectiveness of their Industrial Marketing plan and their Industrial Advertising program in McGraw-Hill Publications.

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MARKETING PROBLEMS

No. 11 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

A PHILADELPHIA MANUFACTURER checks all his large power plant sales with the circulation records of *Power*. Ten years ago he judged *Power* by ir quiries. In the past five years his sales to the field covered by *Power* have increased in inverse ratio to inquiries received.

A CONNECTICUT MANUFACTURER reports only 10 inquiries so far this year from his advertising in Chemical & Metallurgical Engineering. But his sales to the process industries are 20% ahead of last year's.

AN OHIO MANUFACTURER figured as "velvet" the score of inquiries produced by an insert in a recent big issue of *Electric Railway Journal*. But his sales have climbed steadily the 14 years he has regularly advertised in this paper.

A NEW YORK ENGINEERING CONCERN used to keep a record of inquiries from Electrical World, Power, Coal Age and Chemical & Metallurgical Engineering. They stopped this practice four years ago when they found that the function of their advertising was to build Industrial Recognition for their growing line of products. In recent years this company has forged ahead in leaps and bounds.

Recognition is the goal of Industrial Marketing, but it is likewise the goal of Industrial Advertising. In planning the marketing and advertising program to gain this Recognition and its attendant volume of profitable sales, you will find considerable help in "Industrial Marketing at Work". A copy of this book will be delivered to manufacturers and advertising agents interested in industrial markets.

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ing ice cream cabinets into outlets of lower and lower sales-volume value. So that, today, we have dealers classified according to volume of sales in the order of drug stores, confectionery stores, restaurants and hotels, grocery stores, wayside stands; whereas the classification according to numbers on the industry's books shifts the order to confectionery stores, groceries, drug stores, wayside stands, restaurants and hotels. Today, the industry has plainly reached a dealer-saturation point and competition for dealers has resulted in a skyward shove to the amount of service costs and the number of service abuses, with salesmen all too busily engrossed in the great game of swapping dealers, and even buying dealers, to give any attention to the industry's real sales promotion job.

AN ECONOMIC NECESSITY

Solution of the problem thus raised is not a matter of choice for the ice cream industry but a matter of economic necessity, if dealersaturation is not to mean also sales-saturation. It is no secret that the recently strong financial activity in the industry, the recent consolidation movement and the recent interest in ice cream of shrewd investment houses may be largely attributed to the prevailing feeling among the industry's leaders that the solution is ready to hand in the new advertising, employed on the new scale to create consumer-demand in place of consumer-liking; to multiply the rea-sons for buying ice cream in place of trying to continue the old, blind, played-out game of multiplying outlets for selling it. Greater per capita consumption means, in this connection, more sales per dealer; eventually, perhaps, fewer dealers per manufacturer; less waste motion in selling and lower distribution costs. Thus, advertising, as the deus ex machina, is being viewed as a protective deity as well as a generative one.

Naturally, like most newly accredited deities, this one is conceived under many different forms. To take just an example or two from the big corporations in the

industry with the largest appropriations to spend and the best executive and agency advice to command, we find the General Ice Cream Corporation of Northern and Central New York, with headquarters at Schenectady, busily engaged in proselyting for its product name, under the trade-marked "Fro-joy" and preaching a gospel of "youth units"—a name and an idea designed to make ice cream something to get excited about, not just to "like." We see Southern Dairies with its chain of plants. directed from Washington, D. C., covering the whole South Atlantic section, concentrating its advertising energies on the "DeLuxe Pint Package" on the theory that the key to increased per capita consumption is the key that will open the door to the home and that that key is the new plant-packaged product with a special appeal to the housewife and the hostess who requires pleasing appearance and dainty service and has, hitherto, been looking to the caterer for them. We read how the Franklin Ice Cream Corporation of Kansas City, a subsidiary of the National Dairy Products Corporation, has embarked on a spectacular rotogravure campaign, marching the most interesting people of the business, sport and social life of its home town across the picture pages to testify to their preference for "Franklin's," while the Coast learns to talk about the "Sun-freeze" of the big Western Dairy Products Company of California and the Northwest.

New ways of talking about ice cream, more occasions to think about it, added reasons for eating it—promoted by individual advertising and endorsed by the cooperative magazine campaign of the industry, directed by the Research Council of the Ice Cream Industry and backed by the National Association of Ice Cream Manufacturers. All this is, incidentally, providing a new interest for the professional advertising world and it may be said, upon the best of authority—personal experience—that if ice cream statistics were horses, most advertising agents could ride, for there are

few who have not been recently collecting them as assiduously as the newly aroused banking houses

of Wall Street.

Meanwhile, some of those in the ice cream industry—and not neces-sarily the oldsters—have only gotten as far as rubbing their eyes at this talk of "per capita promotion,"
"dealer-saturation"—this jargon of
"Fro-joy" and "Sunfreeze," "youth
units" and "hostess service." The oy" and "Sunfreeze," "youth and "hostess service." The new advertising has not wholly taken the industry by storm and the doubters are still a serious problem for those who see advertising as the only way out and as the way out to wider horizons. But they are saying in the organizations which have set their feet on that way that, in the figures that have been quoted and the conditions that have been cited in this article, there are economic forces which will inevitably push into line those who cannot be pulled there.

Salesmen As Research Men

NIAGARA FALLS CHAMBER OF COMMERCE NIAGARA FALLS, N. Y.

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Editor of PRINTERS INK:
Justin H. Moore, Councilor of Economic Conditions, American ExchangeIrving Trust Company, New York City,
has stated that you have published articles concerning field research sales ticles concerning field research sales problems and weekly teamwork by sales and manufacturing departments.

and manufacturing departments.

What I am interested in trying to find out is if there has ever been an attempt made to bring about a survey of business conditions by salesmen. What I have in mind is to try and find out if there is a way of securing direct, reliable information through the salesman in regard to the purchasing power or future purchasing power or future purchasing power of the districts in which they travel with the idea of stabilizing both the purchasing of raw materials as well as the production departments.

R. G. McConnelle. R. G. McConnell,

Vice-Chairman, Industrial Relations

ACT-FINDING is one job; selling is another. Each job requires especially trained men and men of different types of mind. The two do not mix with success. We do not believe that any business has ever successfully turned its sales staff into a re-

search organization. Salesmen are hired to sell. If you take them off a selling job, quite obviously they do not sell. You may not feel the effect immediately but you will feel it eventually. If a product requires personal salesmanship and you have a sales staff that is not calling on the trade for a week or a month you must eventu-ally lag in sales. Sales for a product that requires personal sales-manship can be had only from personal calls made for the purpose of making a sale. All of this is primer stuff. It is repeated here with emphasis because it is apt to be overlooked. We have simply stated an old truism: "You can't get something for nothing."

It would be cheaper in the long run, by far, to hire a few trained research men to do a fact-finding job than it would be to pull salesmen off the job of selling. statement, by the way, is made without taking into account the fact that trained market investigators can do a better job at such work than salesmen can. When you consider that fact you can easily see that the scale is high up in favor of trained research workers.

One more word of advice: The job should not be given to salesmen as a part-time assignment. Salesmen's report cards, in too many cases, are already overloaded with questions regarding market conditions. Always remember that salesmen are hired to sell and that the only way they can sell is by having time to make calls.—[Ed. PRINTERS' INK.

E. E. Doane, Vice-President, Charles A. Eaton Shoe

Ernest E. Doane, sales manager of the Charles A. Eaton Shoe Company, Brockton, Mass, manufacturer of Craw-ford shoes, has been elected vice-presi-dent. He will continue as sales manager.

Steel Fence Account to Atlanta Agency

The Atlantic Steel Company, Atlanta, manufacturer of Dixiesteel fences, has appointed James A. Greene & Company, Atlanta advertising agency, to direct its advertising account. Farm papers and direct mail will be used.

What a retail map of Boston shows...

WHAT is the real measure of a trading area? Not square miles or population alone, but the buying power of the people who live in those square miles.

A business map of Boston reveals valuable facts for the sales manager and advertiser. It shows that Boston's great buying territory is a concentrated market located within a 12-mile radius from City Hall. In this area live 1,567,000 people—the greatest concentration in New England. And these are the people who support the greatest concentration of retail stores.

The Globe leads in this Key Market

You can cover this rich market through the Boston Globe. The Globe's Sunday circulation in this territory is the largest of any newspaper. And the daily circulation exceeds that of the Sunday. Here is a uniform 7-day coverage concentrated right in the heart of the Boston market.

Boston's own retail merchants the department stores appreciate the value of this circulation by placing more advertising in the Globe —both daily and Sunday than in any other paper.

Why is it that the Globe is the choice of the people who know Boston best?

Because the Globe appeals to all classes of Boston people without regard to race, creed or political affiliation.

Freedom from bias and favoritism in general news, editorials and sports—this is the secret of the Globe's popularity with men. Its widely known Household Department and other women's features, make the Globe the daily counselor of New England women.

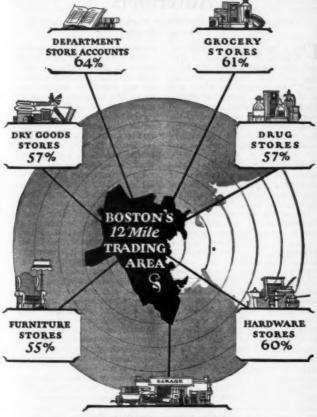
Merchants who know Boston have found that the Globe's readers constitute the strongest buying group in this territory. That is why the Globe is the backbone of successful advertising efforts directed at the Boston market.

The Boston

The Globe sells Boston's

Audited Net Paid Circulation for 6 months ending

BOSTON'S KEY MARKET



AUTOMOBILE DEALERS
AND GARAGES
46%

Globe

Buying Group

March 31st, 1927-Daily 286,361 Sunday 333,452

Farm Paper Strategy Board to Aid Advertisers

Constructive Plan to Disseminate Market Data Is Adopted at Chicago Meeting

THE Agricultural Publishers' Association, in session at Chicago last week, decided to form what it will call a "strategy board," the purpose of which will be to give advertisers thoroughly dependable information on all phases of selling as related to the farm market. The board will take the place of the association's present advertising committee and will consist of seven members. Three will be farm-paper publishers and the other four will be advertising managers or other persons representing advertisers interested in the farm field.

This action was taken largely as the outcome of an address delivered before the association by Charles C. Younggreen, general manager of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, who pointed out several deficiencies in the present plan of selling farm-paper space and extending service to advertisers.

Horace C. Klein, publisher of The Farmer and The Farmer's Wife, St. Paul, and president of the association, explained that the function of the board would be to assemble data of interest to advertisers by groups rather than as individuals.

"Under the workings of the plan," Mr. Klein said, "any individual advertiser may obtain from the association a carefully assembled assortment of miscellaneous information relating to his particular kind of business. The association could hardly be expected to work out a personalized plan fitting the specific needs of any one manufacturer. This, of course, would be something for the individual farm paper to carry out. But we ought to be able to make this material so complete and comprehensive for various groups that it will be highly valuable both to the publisher and advertiser, and will appreciably lessen the work of

preparing an advertising campaign."

The members of the association expressed considerable satisfaction over the idea of having advertisers on the board—to dominate it in fact. The members are yet to be named, but Victor F. Hayden, secretary of the association, has received assurances from several advertisers that they will be glad to act in that capacity. The thought is that publishers and advertisers, working together to get a strictly accurate picture of the farm market as related to a great number of commodities, will be able to bring out valuable angles that might be impossible or impracticable with either working alone.

Mr. Younggreen, taking his lead from an article in the September 15, 1927*, issue of PRINTERS' INK, spoke in exceedingly plain terms upon the erroneous view many advertisers have regarding the farm market and how to reach it.

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In his indictment he included advertisers, advertising agencies and even the farm-paper publishers themselves. He expressed a very lively doubt whether any one of the three classifications actually recognizes the farm market for what it really is.

"In the first place," Mr. Younggreen said, "the average advertiser does not know the farmer. People living on farms have gone ahead so fast in the last few years that their real situation is not generally known. Advertisers misunderstand their buying power, their culture, their need and desire for certain divisions of merchandise. Things have worked along to a point now where there is substantially no difference between the farm and city markets for a host of commodities which I might name. The farmer wants certain technical items of equipment to

[&]quot;Who Will Get That Extra Billion from the Farmer?" page 93.

carry on his business. Otherwise, his buying desires are just the same as those of anybody else who has money to purchase the mer-

chandise he wants.

"Perhaps the biggest lack of all is in utter failure to appreciate the real extent of the farmer's income. Most people base it alone on what his farm yields in crops, livestock and other products. But it is an actual fact that the income of the American farmer from sources other than his farm runs well up into the hundreds of millions each year. He may be allied with certain business in nearby towns; he may hold local, county or State offices; he may perform certain public services for which he receives pay; he may have an income from his investments. have heard it estimated that the farmers of this country make approximately \$300,000,000 a year from things having no actual relationship to the farm,

"How many advertising agencies really know the farmer? Very few. I am an agent myself and know what I am talking about. The same thing can be said of

advertisers.

"Now, then, the farm papers can do an exceedingly constructive thing for business in general if they can put the advertisers of the country right—absolutely right—on this farm market proposition. It is unthinkable that merchandisers know so little about it and that they proceed in such a radically wrong way to sell the farmer. Just the same the situation exists.

"The farm papers can do this job better than anybody else because they have the full confidence of the farmer. The farm paper is the farmer's business paper and he reads it perhaps more closely than any other business man reads the paper relating to his individual

business."

1

New directors for the coming year were elected as follows:

B. Morgan Shepherd, Southern Planter, Richmond, Va.; P. E. Ward, The Farm Journal, Philadelphia; Dr. Tait Butler, Progressive Farmer and Farm Woman, Bir-mingham, Ala.; S. R. McKelvie, Nebraska Farmer, Lincoln, Nebr.; A. A. Falconer, New England Homestead, Springfield, Mass.; T. W. Le Quatte, Farm Life, Spencer,

Executive Committee to Direct Curtis Publishing Activities

An executive committee has been named to direct the activities of the Curtis Publishing Company, Philadelphia. This committee includes:
Cyrus H. K. Curtis, president; C. H. Ludington, vice.president; George H. Lor.mer. editor of The Saturday Evening Post, whose election as a vice-president of the Curtis Publishing Company was previously reported; P. S. William Boyd, advertising director, and Collins, treasurer and business manager; Walter D. Fuller, secretary; John B. Williams, manager of the manufacturing department. manufacturing department.

The executive committee plan super-sedes the former method of operations whereby various committees functioned to handle different phases of the com-pany's business.

Birge Kinne to Leave "Amercan Agriculturist"

Birge Kinne has resigned as advertising manager of the American Agriculturist. New York, to join the sales promotion department of the Chevrolet Motor Car, Company, Tarrytown, N. Y., effective November 1.
Robert D. Merrill, former sales and advertising manager of the Malted Cereals Company, Burlington, Vt., will succeed Mr. Kinne.

W. A. Heenan, Sales Manager, Continental Tobacco

W. A. Heenan has been appointed sales manager of the Continental To-bacco Company, New York, manufacturer of Barking Dog and Dunhill eigarettes. He has been sales manager on the Pacific Coast of Philip Morris & Company, Ltd. His headquarters will be at New York.

Malcolm Ross Joins Pedlar & Ryan Agency

Malcolm Ross, for two years director of publicity for the Hotels Statler Company, Inc., New York, has joined Pedlar & Ryan. Inc., New York advertising agency. He was formerly with the New York World and the Louisville Courier. Journal.

A. C. Lang to Leave Gold **Dust Corporation**

Arthur C. Lang, director of sales and advertising of the Gold Dust Corpora-tion, New York, has resigned, effective November 1.

#KN#5C#KN#5C#KN#5C#KN#5C#KN#5C#KN#5C#KN#

What do you mean by net circulation?

NET to the publisher isn't always net to the advertiser. Paid copies don't mean paying copies.

The worth of coverage and acreage lies in its where.

Lots of "hoop-skirt" statements are technically accurate,

but don't reveal the essential facts of figures. Buy circulation by concentration.

Spread at the expense of *intensity* is an empty gesture.

Copies thinly atomized among the forty-eight states sprinkled along R. F. D. routes—spattered through uncertain crop sections, flood districts, penny-pinching villages and hand-to-mouth mill-towns—may qualify to indulgent audit standards, but like trashy ore, "punk" timber and barren soil, can't return the cost of working it.

Circulation is useless—powerless—if it is not in profitable neighborhoods; if it doesn't represent purchasing capacity; if it isn't sufficiently massed to compel demand.

The only net that counts is a net that holds—not nets so widely meshed that half their catch slips through the market gaps.

American Weekly net means one hundred per cent of reachable consumers.

Its selling ground is bull's-eye territory—"where the bells ring" advertising scores a million times a day on the cash register.

#KN#9C#KN#9C#KN#9C#KN#9C#KN#9C#KN#9C#KN#

Its distribution is *entirely* confined to maximum wage, big salary districts—*strategically* placed in the country's fourteen great cities and seven hundred best adjacent towns.

Its twenty-five million readers are ready-money folk, with regular, not now-and-then incomes.

We're selling population, we're selling earning power, we're selling consumption—not mileage or census-lists.

The American Weekly dominates and saturates communities which absorb canned stuffs, and cosmetics, electrical goods and toilet supplies, confectionery and fountain drinks, table luxuries and silk stockings by carload lots.

They're bulk-buyers, not sample-tryers.

They purchase the *most* automobiles, the *most* apparel, smoke the *most* tobacco, own the *most* bonds, have the *most* savings accounts—and the most chain, department and specialty stores.

Rain and drought and surplus yields don't regulate expenditures or incomes there,

They work and buy straight through the year, and keep prosperity in fettle and funds.

We offer national advertisers the influence of five million families whose requirements can force any product into local shelves and showcases. And our records are ready to prove it to your balance sheets.

\$15,000 for five million color posters. It comes high—but it's a delivery rate.

THE AMERICAN Greates Circulation in the World WEEKLY A. I. Kobler, Pres.

Read by 5,000,000 families every week
9 East 40th Street, New York City

616 WRIGLEY BLDG. CHICAGO

222 MONADNOCK BLDG. SAN FRANCISCO 5 WINTHROP SQUARE BOSTON

11-250 GENERAL MOTORS BLDG.

753 BONNIE BRAE LOS ANGELES

1138 HANNA BLDG. CLEVELAND

The Space Buyer's Yardsticks Inch by Inch

Fifth and Last Is Market Data, to Gauge Values That Offer the Publisher Overlooked Opportunities in Selling

By Duane D. Jones

Of Lord & Thomas and Logan, Los Angeles

I N my experience as a space buyer, I do not remember one instance of a newspaper sending me data upon which to gauge its community as a "test town" for community as a "test town" for trial campaigns of the kind which are being used more and more in advertising.

The advertising agency and the space buyer are often required to sell advertisers on certain markets. The market becomes more important than the medium, or at any

rate comes first.

By the fifth and last yardstick of Market Data I mean those facts about the community which show what it is from the standpoint of the manufacturer who wants to reach consumers of a given class through jobbers and retailers in a given trade. After the yardstick of Circulation, Prestige and Lineage have been applied to a certain newspaper, and it has been found satisfactory, and the auxiliary of Merchandising Co-operation has been investigated, it is often necessary to determine in what sort of community the medium is published. Actually, the community is often measured first, as a market, for some specific purpose, and the mediums measured afterward.

For example, a promising new advertising and sales plan was proposed by an advertising agency to one of the largest manufacturing corporations in the country. "Prove that it will produce the results you anticipate, in some representative community," directed the manufac-turing executives. A typical community was selected for this "test

campaign," and 12,000 lines of copy run successfully, and on that test the plan was adopted for na-tional use. The main thing was the right community.

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In applying the yardstick of Market Data, the space buyer uses facts about the community furnished by its publishers. If these are not enough, as generally they are not, he must himself dig for further facts which might easily be supplied by the publisher. are certain other facts not obtainable anywhere, unless the publisher has the enterprise to gather and include them in the information laid before the space buyer.

1. What the "Background" Statistics Show.

Every newspaper includes in its data sheets such advertising and sales arguments as the cut-anddried statistics of the community, such as population growth, industrial pay-rolls, trade of the surrounding farm population, building permits, bank clearings, and so on. Generally, this material is taken verbatim from Chamber of Commerce reports. It is approximately accurate, but of course optimistic, putting the best foot forward. As background, or scenery, it indicates that the community is at least normal, that people live there. They are obviously consumers of com-modities; the town is going ahead, or holding its own, or recovering from a setback if it has suffered What one town can say for itself, in such statistics, is about identical with what any other town can say, by shifting the emphasis onto the most favorable factors. Most American towns are similar within a range of 10 per cent.

Bank clearings and population

This is the fifth and last of a series of articles by Mr. Jones. The first article appeared in the September 29 issue, page 117. The others have ap-peared in succeeding issues.

increase do not indicate what kind of people live in the community. They may be either "mass" or "class." A very large proportion of advertised articles sell for less than a dollar. You cannot sell a 15-cent food specialty according to the number of building permits issued last year. The population growth of a town may be phenomenal, in figures, and yet that community be a poor place to advertise a "class" product because it is supported almost entirely by a railroad's division facilities.

The space buyer wants these statistics, but they will not do the whole job of gauging the com-

munity.

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2. "Buying Power" Statistics Show More.

Income tax returns and other figures, showing what the people earn in wages and business, throw more specific light on the community, and indicate whether its buying power is "mass" or "class" or a combination of both. They are generally most useful to the space buyer if tied up with the market covered by the circulation of a given newspaper. When the tie-up is not made, he may undertake it himself by quick arithmetic.

3. Data That Help Solve Distribution Problems.

Advertising space is sold on geographical lines. But it is more often bought nowadays on distribution lines. The individual publisher offers so much circulation, of such-and-such class, in a given city, or State. The space buyer, however, purchases for the advertiser so many papers covering a certain jobbing zone, for a given circulation zones The product. and the jobbing zones are often radically different. Any data that show the usefulness of the newspaper in its grocery, drug, hardware or other jobbing zone are, therefore, of great assistance to the space buyer.

These jobbing zones are governed by economic conditions, rather than State lines. Good roads, market centers for soil products, banking facilities and the like are the determining factors.

Roughly, the jobbing zones parallel Federal Reserve districts.

Many advertisers seek circulation to cover a given State, when their real need may be for circulation in part of that State and parts of several adjoining States, where they have distribution in a given distribution zone, or can most easily get it. Some cities are most effectively covered if regarded as distribution zones, with territory extending into another State.

The space buyer thinks in these zones. He is following the thought and the distribution of the advertisers for whom he buys space.

4. Need for Specific Data about Dealer Outlets.

"How many drug stores are there in Blimp City rated \$5,000 and over?" an advertiser asks his agency. The space buyer is told to prepare an answer. The advertiser is in a hurry. His decision to enter or ignore that city, or a jobbing zone, may turn on the information. The newspaper publisher should furnish such information, so that the space buyer finds it in his files. Some publishers do and others do not. It is often necessary for the space buyer to obtain data that he wants from outside sources.

5. Special Investigations Help the Space Buyer.

Really, the fellow that we are all after, in this inquiry, is the consumer. Advertiser and space buyer want to know who he is, what he earns, how he spends his money. Therefore, it is to the interest of the space seller to make the consumer as tangible as possible. Such efforts as have been exerted along this line have brought something very much like applause from space buyers, and with it their contracts.

An Eastern newspaper made a census of its city, by blocks, showing pictures of average homes in each section, with street scenes that revealed the people themselves, and average incomes figured on rents or the value of houses. In each block the paper was tied to the territory by the statement "The Evening Echo goes into three out

FLAMING YOUTH and FLAMING COPY

Theodore Roosevelt, enthusing over "Tess of the D'Urbervilles," declared that the present era would be known to posterity as the age of Thomas Hardy.

The average age of the thirty-one members of our copy department is exactly thirty years. A few of them have never heard of Thomas Hardy, but they know Lou Gehrig, Chance Shot, Helen Wills, Anita Loos, Eugene O'Neill.

Tabloids...rouged knees...transatlantic hops...speed...change... off with the old...call it, rather, the age

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age of flaming youth and hardening arteries.

The writing of copy is more and more a business for young people. Most of the things advertising offers are bought by people of the restless years.

In the thirty-seven years we have been in the advertising business we have prepared successful campaigns for many and diversified products. This experience is here—and firmly nested. The copy department calls on it every hour of the day... and pours it forth with the undimmed enthusiasm of youth.

Copywriters of thirty have had enough experience to write forcefully and profitably. They haven't begun to slow up under the poundings of too many cautions.

It's just the age, as a matter of fact, when Hannibal crossed the Alps. And within a year of the age when the little Corsican routed half of Europe at Marengo.



GEORGE BATTEN COMPANY

INC.

Advertising

NEW YORK CHICAGO

BOSTON

Oct.

17

line

The

The

NEW '

BOST

of five homes here." That was excellent Market Data.

In another city, similar information was given in the form of a map, and used with surprising results by a savings bank. At first sight, it might be thought that the best prospects for savings accounts would be found in the "mass" sections of the town. The wage-earners were responsive. But not more so than the children and servants of rich people in the wealthy sections. It surprises many advertisers to learn that industrial life insurance policies sell well in high-class residence sections, to servants, who are often encouraged to be thrifty by their employers.

Newspapers might follow the example of a national magazine, in asking the occupations of their readers. With the magazine, there were so many professional men on the subscription list that a good deal of special professional advertising was secured. The newspaper might easily give its collectors one question to be asked each month, about occupations of readers, kinds of merchandise used, ownership of homes, and so forth. After a few months these data would show facts of great value to the space buyer as to the public reached. Occasionally, publishers might be a little surprised to find that their assumptions as to some particular strength in circulation were not well supported. But in the end the truth would prevail in results to advertisers, and be reflected in Lineage, so the truth might as well come out sooner as

6. Choosing a Market for a Test Campaign.

It is the policy in most large advertising agencies to run test campaigns, not only for new advertisers, but for those who are regularly spending a great deal of money every year. I have in mind one large concern, with national distribution of a moderate-price grocery article, and a very large annual appropriation, for which at least 100 test campaigns are run every year.

These test campaigns often run

from 5,000 to 10,000 lines, so they are desirable business for the publisher in themselves. When the test shows that the advertising is sound, there is further business,

The space buyer is keenly interested in information that reveals the character of a community as testing ground. But publishers are evidently not yet aware of this particular development of advertising. For, as I said in the beginning of this article, I have never had a newspaper or one of its representatives present data showing that a given community had interesting test possibilities.

A good test market should be a cross section of other markets. "Class" tests are needed as much "mass." If a 15-cent grocery article is to be advertised in the leading cities, or a densely populated section like that east of the Mississippi and north of the Ohio rivers, it is usually advisable to try out copy and plans in one or more test communities. The same tactics are advisable with expensive articles, such as fine musical instru-The test may include not ments. only advertising, to show the pulling power of copy, but be applied to a new product, upon which consumer and dealer opinion is wanted. In one test campaign on the Pacific Coast recently, a food manufac-turer spent a few hundred dollars for advertising and sales work to test a new product, and found that it was excellent in its first appeal, but handicapped as a "repeater" because the formula was wrong.

If a community has the necessary isolation, and a pronounced character in buying power, with a strong newspaper, then one good way to show its merits as a test market would be by comparison.

Let the publisher gather data about purchasing power in twenty-five large cities among people of the same general type, present the market data in figures, or charts, or graphs, and then give the same kind of data for his own community, to show that it is in the same class.

Let him add alert co-operation in securing dealer tie-up for test campaigns, and study ways of helping 1927

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In the whole N.Y. morning daily field, **ONLY ONE** newspaper, the **DAILY@MIRROR**, has **GAINED** in national advertising.

First 9 months of 1927, compared with same period last year; week-day morning newspapers

	LOSS	GAIN	
			Y MIRROR
N	ext newspaper-		104,030 lines gain
1	8,045		
	nes loss		
	newspaper	1	
	,105 les loss	1.	
	newspaper_		
76,62°			
5th newspap	er		
132,195 lines loss			
6th newspaper			
176,209		1	
lines loss		1	

The Mirror's marked gain, in a period when less space was used in the other newspapers, proves

the Mirror does pay big

It's a bright picture newspaper for all the family The Mirror is 3½ years old - It has 449,369 circulation

J. MORA BOYLE, Advertising Director

NEW YORK: 55 Frankfort Street BOSTON: 5 Winthrop Square CHICAGO: Hearst Building DETROIT: General Motors Building

Oct. 27 ..

Two targeto

Boston has been labeled "difficult" by unsuccessful advertisers. Successful advertisers merely change the label to "different." Boston is the country's fourth greatest market. Concentrated in an area with a thirty-mile radius are over two and a half million people. Many advertisers consider this great population as a unit. It isn't. Boston's population is divided into two groups—two targets, both of which must be hit.

Within both groups are to be found every condition and rank of Boston people-wealth and culture, bankers, lawyers, doctors, merchants, teachers, executives, salesmen, clerks and skilled and unskilled labor of all kinds. The difference, then, is not one of mass or class but the result of a process of evolution that is as old as the city itself, dividing its people into two groups according to origin, tradition, custom and environment without regard to rank or station. To be successful in Business Boston the advertiser must be governed by the divided status of its people.



Advertising Representative: GEO. A. McDEVITT CO. 250 Park Avenue, New York, N.Y. 914 Peoples Gas Bldg., Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers. BC

Adver GEO. 250 Park 914

to shoot at

The Boston newspapers reflect this division of the population. Of the four major daily papers, three definitely appeal to one group. The advertiser can reach most of this group by using any one of the three newspapers.

Unless the advertising pages of the Herald-Traveler are used, the richest, most important and most responsive prospects in the Boston market are ignored. The Herald-Traveler circulation is not duplicated by any other Boston daily newspaper or combination of papers. The Herald-Traveler group represents the greatest per capita wealth and returns the larger proportion of

income tax. Further evidence of the Herald-Traveler's indispensability to any national advertising planned to reach the Boston market, is the fact that the Herald-Traveler advertising columns have, for six years, led all other Boston dealer's in the volume of national advertising, including financial, automobile and publication advertising.

BOSTON HERALD-TRAVELER

Advertising Representative: GEO. A. McDEVITT CO. 250 Park Avenue, New York, N.Y. 914 Peoples Gas Bldg., Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
ARCADIAN SULPHATE OF AMMONIA
TARVIA

DUZ

WOODTONE

HAVOLINE OIL

WALLACE SILVER

THE DICTAPHONE

BARRETT ROOFINGS

NAIRN INLAID LINOLEUM

COOPER HEWITT WORK-LIGHT

McKESSON & ROBBINS PHARMACEUTICALS

NEWSPAPER INSTITUTE OF AMERICA

SPAPER INSTITUTE OF AMERIC PLYMOUTH BINDER TWINE SEMET-SOLVAY COKE TAVANNES WATCHES INDIAN GASOLINE BONDED FLOORS NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau oct.

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7, 1927

For they are always run in a hurry, somehow. The advertiser is eager to go ahead with the main campaign, or the agency suggests a test before the big appropriation is spent, or there is a new product upon which a consumer verdict is needed immediately, and so forth.

This hurry materializes as pres-Some sure on the space buyer. peaceful fall morning he arrives at the office to find everybody eager to know where a test can be run for a given purpose. He is supposed to have such information at

his fingers' ends.

The space buyer turns to his files. He studies communities from this peculiar angle. If he finds what he wants in the data sheets of a pub-lisher, then, if a space buyer has any heart at all, the publisher has touched it!

Modesty and Blatancy Harm Radio Advertising

RADIO CORPORATION OF AMERICA New York Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I have read the radio article of George C. Furness ["Why "Special Pleading" Over the Radio Is Offensive," October 6, page 25] with much interest, and to a very large extent I sympathize with the point of view of Mr. Furness. Certainly, it is possible for bad taste to do a great deal of harm in connection with radio adverting.

tising.

I personally believe that we who employ the radio for advertising purposes will defeat our own aims if we crowd in too much selfish exploitation. To a considerable extent, however, the corrective is applied by the experience of the radio advertiser. Either he loses his audience or he doesn't. If he does lose it, he will sooner or later learn of his loss and either alter his tactics or withdraw from the medium. or withdraw from the medium.

We in the radio industry are not only concerned about the avoidance of such mistakes as Mr. Furness alludes to, we are just as eager, in fact, to see broadcasting make good as an advertising walking.

oroacasting make good taste should trising medium.

While we agree that good taste should rule in the matter of copy prenaration, we also desire to see the advertiser obtain valuable results from his advertising, and that these results be in a form which may be recognized, analysis. lyzed and evaluated.

Frankly, it is my opinion that it is possible, out of eagerness to avoid the kind of error exposed by Mr. Furness, for an advertiser to go to another harmful extreme of modesty and self-effacement. I think that some advertisers, donors of excellent programs, have

failed to obtain good advertising results from their expenditures because they did not sufficiently identify themselves with their programs. I know of one excellent program which has been discontinued and which I have personally missed from the ranks of radio entertainment features, and I am inclined to believe that the withdrawal of this advertising was the result of excessive modesty in his announcements.

I think the public recognizes that broadcast advertising is advertising, that it is created with a commercial motive, not a philanthropic one, and that the public is willing that the advertiser should have a run for his money. The typical radio set owner has advertising consciousness and be doesn't lose it when he tunes in his radio set. failed to obtain good advertising results

radio set.

L. R. GALVIN, Assistant Advertising Manager.

C. W. Toms to Head Liggett-Myers

C. W. Toms, who has been a vice-president of the Liggett & Myers To-bacco Company, New York, Chesterfield, Piedmont and Fatima cigarettes and Velvet tobacco, has been elected presi-dent of that company, effective Janu-ary, & He succeeds C. C. Dula, who has resigned to become chairman of the

has resigned to become chairman of the board.

W. D. Carmichael, who for several years has been a director of the company in charge of advertising, has been elected vice-president, also effective January 1. He will continue in charge

of advertising.

American Chicle Net Profit Increases

The American Chiele Company, Long Island City, N. Y., Adam's chewing gum and Chielets, for the quarter ended September 30, 1927, reports a net profit of \$455.897, after charges and Federal taxes, against \$422,033 in the preceding quarter and \$344,349 in the corresponding quarter of last year.

Net profit for the nine months ended September 30, amounted to \$1,208,365. after charges and Federal taxes, against \$965,075 in the corresponding period of 1926.

J. A. MacDonald with William A. Wilson

J. A. MacDonald has become associated with William A. Wilson, publishers' representative, New York. He was recently with The Jobbers' Solesman, Chicago, and formerly was with Lord & Thomas and Logan.

Shoe and Leather Publications Open Ohio Office

The Shoe and Leather Reporter Publications, Boston, have opened an office at Cincinnati. S. G. Krivit will have charge of the new office.

"Local" and "National" Advertisting Plant "Partial" and "Congrel" erising ing Now "Retail" and "General"

Newspaper Advertising Executives Adopt New Terms in Interest of Clarity and Volume

[EDITORIAL NOTE: In an article in PRINTERS' INK of December 23, 1926, the question "What Is a National Advertiser?" was raised. In it, the writer of the article, Albert E. Haase reported the answers of individuals and organizations who were considered as qualified to speak on the subject. No satisfactory definition was obtained and it was therefore suggested that the term "national" be abandoned in favor of "general."

"general."
This latter suggestion was based on the experience of the Milwaukee Journal in the use of the word "general" in the place of "maional."
About seven months after this article appeared, the International Newspaper Advertising Executives officially discussed the question and appointed Thomas I.. Collins, advertising manager of the Milwaukee Journal, to study the subject for the association. The report that appears below relates the findings made by Mr. Collins and the recommendations of the association on those findings.] findings.]

IF the newspapers of the country follow the recommendations adopted by the International Newspaper Advertising Executives at their meeting in Chicago last week, the terms "local" and "national" (or "foreign") advertising will be supplanted by what the association regards as the more descriptive terms of "retail" and "general." "Retail" will displace "local" and "general" will displace "national" and "foreign."

The new terms were adopted as the result of a report read by Thomas Collins, advertising manager of the Milwaukee Journal. Mr. Collins is chairman of a committee appointed to investigate this subject selected at the organization's meeting during the International Advertising Association convention at Denver last summer.

The committee reported that the term "local rate" has become ambiguous, taking in a much wider range of advertising than it should. On the other hand, the term "na-tional" (or "foreign") rate has caused confusion. The two are so inadequately descriptive that confusion often develops, with the eventual result that the two classes

of advertising intertwine. condition has been accentuated by the lack of clear-cut rules, Mr. Collins said, and the committee brought forward a definite statement of the case along these lines which was adopted by the meeting.

According to the new plan, the retail advertising rate which now takes the place of the old local rate will apply only to the retail outlet in a town. Those getting this rate must be bona fide retailers who do not produce their own merchandise and therefore may not rightfully be called manufacturers or jobbers.

All newspaper advertising outside of this strictly interpreted classification having the retail rate will be called "general" and billed accordingly. This will be done regardless of whether it is placed by local retailers in behalf of manufacturers and jobbers or by adver-tising agencies. Agency commission will not be allowed except on the general card rate

Under the workings of the new recommendation, a manufacturer may continue to place his advertising in a newspaper over the local dealer's name and can have the carry the transaction through if he so desires. But he will be billed at the general rate. If an advertising agency places copy through the dealer in behalf of a manufacturer's goods the same consideration will apply.

There has been some confusion relative to the rate to be charged public utilities companies, newspapers having widely varying rules and practices. The Newspaper Advertising Executives adopted the suggestion of Mr. Collins' committee that the only equitable way to handle public utilities' advertising was on what might be termed a mixed rate basis. An electric light company might be said to be selling its current at retail. Yet it is really a manufacturer of electricity and is often a wholesaler as

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rell in that it may sell current to arrounding communities. Any adertising done in a town to in-rease the consumption of more extricity would therefore be billed the company at the general rate. In the other hand, most public filities companies in the larger ties have retail stores selling a onsiderable line of merchandise rectly allied to the use of gas or ectricity. These appliances pay he companies a direct profit in the etail sale and bring another brough the increase in the use of as or electricity that they make ecessary. But, this merchandise made by manufacturers other han the public utilities company self and is therefore to be classed s retail giving it the advantages if the retail rate. Thus the commy is a manufacturer in one diection and a retailer in the other. "The benefit of this new plan," fr. Collins said, "is, among other hings, that it will provide definite, oncrete and unmistakable standrds of practice. By clearly diferentiating between retail and meral advertising, of which the ublic utilities mixed rate is an nample, it gets the whole proposion down on a business basis. It iminates bargaining with newsapers by agents and others.'

TALKING SHOP

The Newspaper Advertising Excutives' meeting is always one of he most interesting of any beause of its informality and this The memne was no exception. ers simply sat around and talked op. The president of the assoation, Harvey R. Young, adver-sing director of the Columbus Dispatch, would call on members o discuss this or that and tell them low many minutes they might The discussions centered lave. ainly around questions and propsitions submitted to Mr. Young in dvance of the meeting but many The "shopping news" development was one of the things conidered at some length, with paricular reference to the situation as t exists in cities such as Cleveland ind Dayton. George Sheridan, of Columbus, Ohio, head of the Retailers' National Conference and a former newspaper publisher, was brought on by Mr. Young to tell how newspapers could meet "shopping news" competition by co-operating with the dealers in building the town as a shopping center.

SHOVING HOLIDAY ADVERTISING FORWARD

"For one thing," Mr. Sheridan said, "the newspapers should try to force their circulation in good spots in the town, thus giving the local advertiser the widest possible Then the newspaper can range. work with the retailer along lines such as promoting early Christmas shopping. In Columbus, we en-courage dealers to put all their Christmas stock on display the day after Thanksgiving. This not only shoves the volume of holiday advertising forward but it adds materially to the dealer's welfare. Mother's Day is getting to be almost another Christmas. papers can help promote the idea of giving substantial presents at this time other than, or perhaps in addition to, candy or flowers.

H. W. Roberts of the Cleveland Plain Dealer, said that the "shopping news" came on as part of the natural effort to maintain volume after the war.

"It is a price proposition alto-gether," he said, "and applies almost wholly to the low-end stores. Chain store managers and department store buyers are hammered by their superior officers to show an increase over their last year's sales no matter how large those sales might be. They try to beat their previous records by assembling a lot of special bargains, most of which are purchased for that purpose. The whole trend of this is in the direction of making the town a bargain center rather than selling merchandise on a value basis. This, in my judgment, is the real reason for the rise of the 'shopping news' idea. It is important that newspapers should see the thing clearly. Many of them have not."

According to Rhey T. Snodgrass, advertising director of the Minneapolis Journal, stores using the "shopping news" medium

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(which Mr. Roberts had previously described as a "glorified circular for four or five low-end stores") have a higher overhead than those using newspapers. This, he said, could be proved and newspapers would do well to assemble the facts upon which to base such a presentation to their advertisers.

Much interest was shown in the proposed "Newspaper Week" beginning January 16, during which special messages regarding newspaper advertising are to be given throughout the country before advertising clubs. The meeting strongly indorsed and authorized a plan proposed by Mr. Young to have Alfred P. Sloan, Jr., president of the General Motors Corporation, talk into a phonograph record telling the experiences of General Motors in newspaper advertising. Copies of the record then would be made and sent to all advertising clubs desiring it. If Mr. Sloan is willing, this will be done. plan will be to have his phonograph address as the feature of each club meeting and then have on or two other short addresses by way of introduction.

Nothing Takes the Place of Road Experience

WHAT the house wants and expects, and what the salesman can and should be willing to give, these are two questions which sales managers must be able to answer with an appreciation of the standpoint of both the house and the salesman. Sales managers and their understudies can find the most effective answers if they have acquired actual road experience.

This is the opinion of two sales managers whose letters follow. They are in reply to an inquiry from PRINTERS' INK which developed from a question asked by an assistant sales manager as to how much road experience is needed in order to gain the confi-dence of his sales force. The thought of A. E. Wilder, vicepresident and sales manager of the

Sealy Mattress Company, Pacific Coast Division, was expressed in the October 13 issue, page 113,

BELL & HOWELL COMPANY CHICAGO

Bell & Howell Company

Chicago

Editor of Printess Tun:

I have your letter in which yea all for an expression concerning the best course for an assistant sales manager to pursue in building himself up to a point where he will be qualified a handle a sales organization as that or ganization's general sales manager.

In my judgment, most succession as the come up through the various stages as celling. There is nothing quite as all uable or quite as important in directin any type of work as the element experience. Theory is quite all right an information absorbed from close association with an experienced sales manager will accomplish much for the prospective major executive, but unforts nately salesmanship cannot be learned in the classroom, or through any schoother than that of actual experience.

This is due to the fact that the laman element is so diversified that the is no hard and fast rule in selling esh and every prospect called upon. Est as exparate problem in itself and ead must be treated as such.

I should, therefore, strongly urge any young man who is headed for a major young man who is headed for a major young man who is headed for a major.

must be treated as such.

I should, therefore, strongly urge any young man who is headed for a main sales executive position to travel a uritory and lay out for himself a formula for successfully selling his company merchandise. He would do far bein working out his own problems than be would in traveling territories in ome pany with old experienced men in the territories, who although occupying a subservient position, would in really be teaching their assistant sales maage the fine points of successful selling.

H. B. Payra,

General Sales Manage.

PILLSBURY FLOUR MILLS COMPANY

MINNEAPOLIS

PILLSBURY FLOUR MILLS

Editor of PRINTERS' INE:

I believe that the young man will profit by actual experience on the rad for he will then at least have an appreciation of dealers' problems; he will have a better understanding of what mitensive coverage means; he will have more knowledge of morale and how can be increased, or reduced to a waishing point by a harsh, censorious strude on the part of the sales manager and, if successful as a salesman, will develop a humanity that will stab him in good stead when he assums greater responsibility.

With this training the young as will appreciate both sides of the question—what the house wants and a pects—what the salesman can as should be willing to give.

H. H. Whitting,

General Sales Masage

The Norwich, Conn., Bulletin la bought the Norwich Record and in Cooley's Weekly, a weekly edition of the Record.

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The Columbus Dispatch

"OHIO'S GREATEST HOME DAILY"

STEADY GROWTH

CIRCULATION

(Government Statement

Sworn circulation of The Columbus Dispatch for the six months period ending September 30, 1927.

Swom circulation of The Columbus Disparch for the six months period ending September 30, 1926.

117,077 106,814

Gain - 10,263

T is of more than passing interest that in Columbus, a city of approximately 63,000 dwellings, the Columbus Dispatch commands a total city circulation of 61,938. Of this truly remarkable coverage, more than three-fourths is HOME DELIVERED.

Advertisers, through this one newspaper have complete access to the homes, minds and pocketbooks of nearly all the families in the City of Columbus, and in thousands throughout the rich Central Ohio region.

Average Net Paid Circulation for the Six Months Period Ending September 30, 1927

City - - - - - - - 61,938 Suburban - - - - - - 29,858 Country - - - - - 25,281

TOTAL NET PAID 117,077

National Representatives: O'Mara & Ormsbee, Inc.

This gair

The Primary Farm Marke



Red designates the 1198 better-than-average agricultural counties, rated by farm income, farm property value and white farm families.

No arbitrary group of states, but the best counties in the entire United States.

constitute the Primary Farm Market.

In these 1198 counties, only 35.3% of all counties, is concentrated:

69.4% of all farm income 74.1% of farm property value 59.9% of white farm families 60.0% of all important trading

The Farm

PHILADELPHIA · NEW YORK · BOSTON · ATLANTA CAGO

ke

Soap

This enormous consumption of Soap gain proves the amazing importance of the Primary Farm Market

Farmers buy annually 350,000,000 packages of laundry soap; 167,000,000 packages of toilet soap; 155,000,000 packages of cleaning soap; 39,000,000 packages of dairy soap; 31,000,000 packages of disinfectant soap; 22,000,000 packages of shaving soap. Altogether, farmers buy over 750,000,000 packages of soap annually.

Farm families in the Primary Farm Market average:

—double the wealth
—double the income

of farm families in the below-average counties, and obviously buy more soap and are the best prospects for advertised soap.

The Farm Journal has 76.2% of its circulation in the Primary Farm Market and the greatest volume of R. F. D. circulation — the most reliable gauge to real farm circulation.

1,400,000 Circulation

Journal field

More Than A MILLION TOURISTS

Each Year

year during the months from October to May, Florida entertains more than a million winter visitors who stay and play here for

periods varying from two weeks to six months.

Naturally people who can afford to spend their winters in Florida can also afford to spend money for the things they want. Their buying power is far above the average — and they thus create here an excellent winter market in

addition to th splendid year 'round market o Florida's perma nent residents.

Besides their miscellaneou ously ar purchases of ment.

clothing, sportin mial the agents, motor cars, motor fact in a boats and the like, it is estimated that these tourish bring into Florida and the like is timated that these tourish bring into Florida and the like is the same of the like is the lik

bring into Florida each yes in g has g g has g g has g gs to be a total of \$500,000,000.

All of which goes to prove that Florida has end on the ceptional buying power which can be effectively get be cultivated by advertising the ceptional buying power which can be effectively get be cultivated by advertising the ceptional buying power which can be effectively get be cultivated by advertising the ception of the ception of

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Governor Calls for Further Advertising Clean-Up

A Vital Force in Country's Life, It Must Constantly Improve, Says Wisconsin Executive

NE of the greatest things that ever transpired for the eral good of this nation," Fred Zimmerman, Governor of Wissin, said at a luncheon given the Chicago Advertising Counlast week, "was when advertis-interests voluntarily assumed job of trying to make all ad-

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tising truthful I say this advisedly because, out question, business forms network which holds together social, political and economic Advertising is the force that

es business possible. we must guard advertising as ously and zealously as we do very foundations of our Govment. This being true, it is ntial that publishers, advertisortin agents, advertisers-everybody motor act in any way related to this tanding economic force—shall farther and still farther into houseleaning process. Adversely as gone a long way toward ning itself but there still are

ning itself but there still are 000, gs to be done.

to be the control of this were a matter of purely load or private concern I has et ald not look upon it in such a ous light. But if advertising power light back to where it was the Better Rusiness Burrau. rtisin bre the Better Business Bureau ement took hold—the country ld be facing a real calamity. vertising is something that is plutely of public concern and if inuous improvement is not ntarily made, the industry lession if you want to call it can find no valid reason for king that further laws should be made to govern it."

overnor Zimmerman freely aded that there are too many passed by the nation and the es, many of which constitute unqualified nuisance. But here a thing in which the law red the only way out, so to k. The Governor would like to have the PRINTERS' INK Statute, which now prevails in twenty-three States, enacted nationally. If that were done, he believes that business as a whole would grow at a faster

rate than ever before.

"Here in PRINTERS' INK," Governor Zimmerman said, (holding up a current copy of PRINTERS' INK which he had among his notes) "are inspiring stories of the accomplishments made through the medium of entirely honest adcounts. They prove to me that I counts. importance of advertising and of the prime necessity of keeping it clean."

Governor Zimmerman made his address at a luncheon given by the Advertising Council in honor of the thirteen advertising organizations

which met in Chicago last week.
Walter A. Strong, publisher of
the Chicago Daily News, outlined some of the things he expects will be accomplished by the International Advertising Association committee on the economics of advertising, of which he is chairman. The full plan will be outlined, Mr. Strong said, at the meeting of the Advertising Commission at Boston next month.

"In brief," he said, "we are starting out on a five-year program. Our main thought is to make a thorough investigation and analysis of 1,000 advertisers with a view to gaining positive proof of certain economic principles of advertising. When we have assembled all these data we then shall take steps to see that the facts are properly put before business organizations, manufacturers, jobbers, retailers, schools and col-leges. It is something in which everybody is, or should be, interested."

Mr. Strong could look ahead and see an enormous job in front of the committee-one to which it was conceivable that failure might

"But," he said, "if we fail, and if this educational program cannot be carried on some way or other, I am reasonably sure that some of us will not be in the advertising business a few years from now. There is, strange to say, a hard fight being waged on advertising, both open and insidious. I hardly think advertisers, publishers and others fully realize how earnest a fight this is and what serious results it may have. But we can combat it successfully if we can get the real truth about advertising before the country as a whole."

Ward Marsh, of McKinney, Marsh & Cushing, Detroit advertising agency, spoke about the plan for the forthcoming convention of the International Advertising Association which will be held in Detroit July 8 to 12, 1928. Plans are under way, he said, whereby the convention will finance itself. Particular attention is being given to the proposition of an advertising exhibit which will be held in the Michigan State Fair and Exposition Buildings and which the Detroit advertising people are trying to make the biggest thing of the kind ever held.

Homer J. Buckley, chairman of the Chicago Advertising Council, presided at the luncheon and then yielded in favor of Charles C. Younggreen, of Milwaukee, who introduced the speakers.

General Outdoor Advertising Shows Increase in Profit

The General Outdoor Advertising Company, Inc., New York, and subsidiaries, had a net profit of \$2,757,245 after charges for the nine-month period ended September 30, 1927, against \$2,669,026 for the corresponding period of 1926. For the third quarter of 1927, ended September 30, the net profit was \$1,121,714, compared with \$1,084,278 for the third quarter of 1926, after deduction of charges.

Death of I. N. Lee

Ira N. Lee, for forty-seven years secretary-treasurer of the A. E. Nettleton Company, Syracuse, N. Y., Nettleton's men's shoes, died October 21 at that city in his seventy-fifth year.

Industrial Advertisers' Research Awar Contest Opens

HE second annual Nation Industrial Advertisers' Asso ation research award has be opened for competition. Entr will be received by the recordi secretary of the association un March 15, 1928, at Chicago. T award, which is offered by A. Shaw, of the A. W. Sha Company, will be for the motherough, practical and effects presentation of a plan for m chandising a company, a produ or a service to the industrial be The contest ness market. planned to stimulate a greater terest in the analysis of industri markets, and is open to all me bers of the association, exce associates.

The following judges will deci

Dr. Parker, Wharton School Banking and Finance, University Pennsylvania; Dr. Daniel Starch, rector, department of organized search of the American Association Advertising Agencies; George D. Cri Ir., Class and Industrial Markein W. L. Rickard, president, Rickard a Company, Inc., and Bennett Chap director of publicity, American In ing Mill Company.

The committee in charge of the contest includes:

J. R. Hopkins, Chicago Belting Capany, president; N. S. Greensfell Hercules Powder Company, first is president; George H. Corey, Clerka Twist Drill Company, second in president; H. P. Sigwalt, Milwal Corrugating Company, third vices ident, and H. Von P. Thomas, Baman Manufacturing Company, sectary-treasurer.

Made Sales Manager of Commonwealth Brass

Peter Tazelaar has been appoint sales manager of the Commonweat Brass Corporation, Detroit. For expears he has represented this commandat New York.

Now Tretco Shoe Corporati

The Robert E. Truman Comps Baltimore, maker of Tretco shoes, changed its name to the Tretco S Corporation. er-Awar

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FOREST AND STREAM FACTS

No. 1. HIGH WATER MARK ON CIRCU-

The November and December issues represent the largest net paid circulation in the history of FOREST AND This follows a steady STREAM. growth over a considerable period of years.

No. 2. FOR PAGE SPACE IN 1928. 100,000 NET PAID GUARANTEED

In spite of the fact that present rates are based on 70,000 net paid we will space or covers in 1928, an average of 100,000 net paid:

No. 3. LOWEST LINE AND PAGE RATE

The line rate of \$1.00 and a page rate of \$400.00 are the lowest for any A. B. C. magazine in the outdoor Inside covers at \$450.00 and field. outside covers at \$500.00 are particularly attractive.

No. 4. AT AN EARLY DATE. NEW RATE CARD TO BE ISSUED

Since our present guarantee went into effect our circulation has increased from 40 to 50%. This situation forces us to establish a new rate card -coming soon.

No. 5. MADE AT PRESENT RATES. CONTRACTS FOR 1928 MAY BE

We are giving all advertisers an opportunity to protect themselves by engaging space at present very low rates, for 1928. Many have already taken advantage of this exceptional opportunity.

Write or Telephone for Full Information

REST AND STREAM

221 West 57th Street, New York, N. Y.

Oct. 2

Plough Chemical Wins Black and White Trade-Mark Suit

FOR some time legal controversy has waged over the right to use the trade-mark "Black and White" on dream books and almanacs. This is the registered trade-mark under which the Plough Chemical Company, Memphis, Tenn., advertises and markets its

beauty preparations.

In connection with its advertising activities, the company issues dream books and almanacs which carry the Black and White trademark. This use of the mark was alleged to be an infringement of vested right by Miss Eva Neiman who claimed that she had published and sold dream books and almanacs for many years under the name Black and White. She instituted suit to recover \$6,000,000 damages.

The Plough company defended its use of Black and White on the ground that this mark as applied to its toilet preparations and all advertising matter, is registered with the Patent Office, has been in use for many years, and that the company knew nothing of the Black and White dream books and almanacs of Miss Neiman. It insisted upon its right to continue distributing printed matter in connection with the sale and advertising of its products.

The case was tried a year ago in Cincinnati and resulted in a decision in favor of the Plough company. Miss Neiman appealed the case to the United States Circuit Court of Appeals in Cincinnati, which, in a recent decision, affirmed the judgment of the lower

A. B. Caldwell, Vice-President, Advertising Counselors

Alfred B. Caldwell has been made vice-president and treasurer of the Advertising Counselors, Inc., Philadelphia.

G. H. Fobian has been made sales manager of the Oilgear Company, Mil-

A Radio Advertiser Is Helpe to Form an Opinion

SANKA COFFEE CORPORATION, BROOKLYN, N. Y., OCT. 7, 1927

BROOKLYN, N. Y., OCT. 7, 1872
Editor of PRINTERS' INK:

I have read with great interest the article written by George C. Furnas manager of the radio division, National Carbon Company, Inc., on his experience in broadcasting entertainment over the radio. [October 6, page 25.]

I find several points confirmed, my garding which I was in doubt. Wourselves are broadcasting, which wo personity an Arabian, which constitue to the control of the

I agree most heartily with Mr. Fur ness that entertainment does not sell as merchandise but it does create the goo will which may be a deciding facts when the housewife is called upon t decide between our product and those

our competitors.

All in all, our experience in broad casting is of too abort a duration of form our own opinion regarding in value, but the article by Mr. Fums has certainly helped to clarify our ide has certainly same.

C. Henay Tierjen,

Massage

General Manager.

Refrigerator Account to Edwards, Ewing & Jones

The Domestic Electric Refrigerate Corporation, New York, maker of the Allison Domestic refrigerator, has a pointed Edwards, Ewing & Jones, Isc. New York, advertising agency, to direct its advertising and merchandising account. Plans for 1928 call for the stoff magazines and newspapers.

Atlanta Agency to Direct Cam paign on Beverages

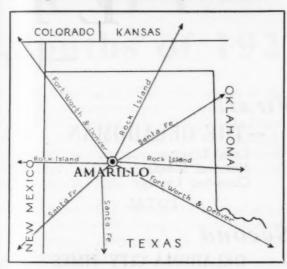
The National Fruit Flavor Compa New Orleans, manufacturer of "Or Squeeze" and other soft drinks, placed its advertising account with Go achaldt-Humphrey, Inc., Atlanta advettising agency. Newspapers will be used in a campaign scheduled for the summer to of 1928.

Wheeler-Schebler Carburetor Appoints Homer Williams

Homer Williams has been appoints to direct the sales of The Whede Schebler Carburetor Company, India apolis, succeeding George T. Briss Mr. Williams formerly was with a Aluminum Company of America, a Indianapolis.

Amarillo

Capital of The Rich Texas Panhandle



Eight great railroad systems radiate from Amarillo to distribute \$125,000,000 in wholesale merchandise each year to the 110 towns and 533,478 people in its trade territory.

This city and its newspaper dominate the Texas Panhandle—together they offer an efficient distributing and advertising center. For Amarillo is the largest city for more than 200 miles in any direction—and the Amarillo Globe-News, with its 27,000 daily and 25,000 Sunday circulation, most efficiently covers both the city and trade area.

An inquiry for facts on your particular opportunity will receive an informative response.

AMARILLO GLOBE-NEWS

Morning-Evening-Sunday

National Representatives: TEXAS DAILY PRESS LEAGUE
New York Chicago Kansas City Dallas

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 .2,206,7 f

 Classified Lineage
 .1,730,4 nding

7,991,6 the re TOTAL

Second

-OKLAHOMA CITY TIMES (6 day

TOTAL 5,718,6

Third

THE THIRD NEWSPAPER (6 days

National Lineage 657,1 Classified Lineage 619,8

> 3.934,7 TOTAL

Figures by De Lisser Bros.

27, 1027

Months of 1927

his is the standing in advertising lineage of the hree Oklahoma City newspapers for the first nine nonths of 1927, ending September 30—De Lisser day Prothers figures. The same relative positions ,054,5 rere held by the three newspapers for the month ,206,7 f September, and for the three months period ,730,4 nding September 30th.

1991,6 The recently published statement in this, and other agazines, that the Third paper "leads this field local display advertising" is NOT in acday ordance with the facts.

786,2 VOTE—The Oklahoman and Times continue 715,9 heir leadership in Local Display as in previous 216,47 ears.

DAILY OKLAHOMAN day OKLAHOMA CITY TIMES

657,1 thoroughly and alone cover the Oklahoma City Market 619,8

718,6

657,7

934.7



E.KATZ SPECIAL ADVERTISING AGENCY New York - Chicago - Detroit Kansas City - Atlanta San Francisco

A New AND MORE READABLE News Type

The Sun is now printed in a new news type—a type that is unusually readable, a type that relieves eyestrain, makes The Sun easier to read and gives its pages a more pleasing appearance.

The selection of the new "Ideal" type was made after careful tests by experts proved it to be the most readable type available.

This change in news type is in keeping with The Sun's determined efforts to give its readers the best printed newspaper that modern machinery and mechanical improvements can produce.

A New Type—Easier on the Eyes

The Sun

7, 1927

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How Long Does an Industrial Advertisement Live?

Depends upon Both Medium and Product, but It Averages Pretty Long

By Harold W. Dearing

Advertising Manager, Brown Instrument Company

WHEN it comes to advertise-W ments addressed to the in-astrial buyer, I don't have to optimistic to assert that most pple greatly underestimate their seful life expectancy. I know it underestimated because until I as able, in a fashion which is now be told, to prove what that exctancy really is, I underestimated just as much as anybody, and was type of st as much surprised as anybody of find out how much that was.

type The practice obtains in every instrial organization with which I macquainted, of stretching the reulation of each individual copy if the technical publications recived by it, for all that it is both. It is common, in fact ell-nigh universal practice, for ach technical paper received by a ompany, or by a particular deartment, to be routed from man man through the organization, ften with notations and slips alling somebody's particular atwith ention to something, so that a single issue may pass through the ands of ten people, and still be etting read, studied and pondered ver, weeks and even months after to successor has been received at the top of the line.

I have known of cases where the process went of for that no

is process went so far that no ess than three successive issues of single technical journal were "in he works" of a single department imultaneously—the latest in the hief's hands, its predecessor about alf-way down the line, and the hird approaching the foot of the ist on its way to the file-from which it still has plenty of chances f being recalled from time to ime for reference.

All this is of course common mowledge. It is also true that he buying power and influence of his successive circulation progresively declines, because the head

of the department gets the magazine first, and its later readers are lower and lower in the scale of experience and authority, consequently proportionately less likely to be able to influence important purchase decisions.

IDEAS FROM THE BOILER ROOM

But you can't afford to overlook the buying influence of even the humblest individual in any really alert and efficient industrial organization. Many and many a thumping big order for industrial equipment has originated in an idea first conceived, and thereafter stubbornly retained and persistently advocated, by some quiet old chap in greasy overalls away out in the boiler room or down in the condenser pit.

However, all this is merely the sauce on the pudding of industrial advertising records which the present story is aimed to set before you. To appreciate it in its true importance, you must first learn the manner in which we discovered its existence, after we had unwittingly been nourished upon it

for many years.
About two years ago it first dawned upon us that we possessed an unused asset in the form of the simplest possible effective method of keying any and every advertisement we might publish.

This came about from the fact that our plant faces a large open plaza, on the opposite side of which there is nothing but a railroad track. By borrowing the street numbers which that side would ordinarily represent and which nobody else wanted or could use, together with the long list of numbers represented by our own rightful street frontage, we became possessed of several hundred street addresses, any one of which would work as well as any other.

Sun

more

oved

yes

All we had to do, then, was to put a new street number on each advertisement, and the reply would tell us immediately, by referring to the number used in addressing it, to our key index of numbers and advertisements, to what advertisement it was due. We had enough numbers to enable us to key everything—date, medium, and for that matter all our direct-mail material as well, almost world without end

ALL ADVERTISEMENTS KEYED

The point of the present discussion is, that for some time now we have been keying all our advertising in point of time, as well as of space, mediums, type of copy, art and so on. It is the results of the time key that apply to this matter of the life expectancy of an industrial advertisement.

The first report to be made is, that we are still, in the fall of 1927, getting inquiries which the key conclusively proves must be credited to advertisements published in the summer of 1925. And these were not advertisements in the annuals, which you would naturally credit with longer life than the shorter-interval publications. No, sir, they are replies to advertisements in weekly and fortinightly trade journals of two years

To us this still seems an extraordinary fact. Of course it made itself evident to us gradually, because the evidence only began to accumulate when we started the key system. Even now we get some inquiries which we can only put down as "1925 or earlier," because they carry addresses we haven't used in any advertisement since the beginning of our plan. How much farther back they may date, we don't yet know.

In 1926, you see, we only knew we were getting inquiries based on advertising in 1925 or earlier—so we knew an industrial advertisement would live at least one year. Now we know our advertisements are still alive after at least two years; and in 1928 we will probably be able to say that some of them are alive after three.

Naturally they are not quite so

strongly alive as when they first appeared, in number of inquiries although for reasons to be discussed a little farther along a inquiry from a two-year-old advertisement usually means business We have reached the point a which we are able to plot a curve of declining response, from any given advertisement, beginning wit the month of its publication and extending down to the point tha has now been reached by the 1925 series, where the curve is over two years long. That is, we could plo a detailed curve for each advertise ment if it seemed worth taking the trouble, but there doesn't seem to be enough practical value in it to justify the time it would require unless as a pastime for idle mo ments-which in our business are not very plentiful.

However, we have studied enough of these curves to ascertain that they all have a marked family resemblance, and that they are all apparently closely related to the hyperbola—that is to say, while they all flatten out gradually toward the zero line, we cannot yet say positively that any of them has reached it, or that any of them ever will.

There is, of course, a wide variation in the height of thes curves—that is, in the volume of inquiries to be credited to any given advertisement at any given stage in its history. Some of this, and some of the variations from type which they show, may be due to the fact that in a specialized buiness like ours inquiries never are numerous enough to prevent a single odd one from producing a disproportionate change in the shape of the curve.

It is interesting, none the less whether or not its practical importance is great, to compare different advertisements' appeal in the himan characteristics they show. Here you have one that started out like a world-beater—pulled a big list of inquiries in its first mouth and then fell away to almost nothing. Then here you have a gool old steady-goer that actually pulled almost as well in its third or fourth month as it did in the first—that is the kind, by the way, that earns

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the less, if impordifferent the hur show, arted out d a big at month ost notha good by rulled or fourth est—that at earns FROM time to time advertisers and advertising agencies make investigations to check up the magazine preference of architects.

That these tests are invariably won by The Architectural Forum no longer is news. It is, however, a gratifying confirmation of the majority opinion which has brought to The Architectural Forum much the largest volume of advertising at the highest rate in this field.

the biggest return on its investment, by and large and with due allowance for exceptions.

All the curves, however, distinctly show the influence of general business conditions. This becomes evident the moment they are put beside any of the curves of general manufacturing activity issued by recognized statistical authorities. They all go up and down more or less together—which is no more than you would expect.

THE PRACTICAL APPLICATION

The one great lesson we have learned from our experience is that we must prepare every advertisement, not merely for today's market, but for that of 1928 and 1929—at least. Broadly speaking, we have found that, if you put the current year's business resulting from a given advertisement at 100, then next year's business from that same advertisement should have a value of 40; and—though at this point we are getting into the region where our knowledge is not yet complete—the year after that at least 10 and possibly 20.

When you study such facts as these, knowing them to be facts, and not mere assumption or speculation, you find yourself building your advertisements from a wholly new point of view. You don't try so hard to be clever, and you devote more pains to making a permanent record of the genuinely useful facts about your product.

We have been enough interested in this whole subject to devote some time to ascertaining, as far as we can, the reasons for the long life of our advertising. We have, through our salesmen and otherwise, inquired particularly into the circumstances behind the more belated replies to certain advertisements.

We conceded at the start that part of the responsibility for this condition is probably inherent in the nature of our business. It is, I imagine, less likely that the buyer of industrial raw materials or staples, coal, pig iron or lumber, or even carbon brushes or copper wire, would be influenced by an advertisement two years old, than

would the buyer of a specialty sac as one of our meters, or of som similar instrument of precision of special tool for certain work.

The staples are usually bought to a specification by the purchasin agent; the near-staples may bought by that official under only general direction or supervision by an engineer or executive. In both cases they are bought out of to day's market and found in today advertising, as far as advertising, helps in buying them. But special equipment must often, if not always, make its way slowly to acceptance through several caution minds.

We have found very often, when we looked into it, that our advertisement was torn out of the magazine by some junior enginer of foreman, who saw in it an idea that he expected to need some day when his plans for rearranging part of the plant, or putting in a new boiler or something like that were finally approved by his superiors.

There is a great deal more of this tearing out and putting away of industrial advertisements that many advertising men suspect Sometimes the man who does it is thoroughly sold on the equipment the advertisement describes, but knows he can't get the price of it out of this year's appropriation and perhaps not into next year's. But sooner or later he will get in and in the meantime he wants that advertisement in the file to remind him of it and to have the name and address of the maker handy when the time comes.

It may take him a year, or two or more; but men of this type, once they are convinced, don't change their minds often or readily. Sooner or later their plans work out; and when they do, we are called upon to play our part.

It is an unusual junior enginer or shop foreman who hasn't some pet scheme which, he is convinced, means a tremendous improvement in his plant-working conditions an efficiency. It may be a better arrangement of the present machinery; it may be the scrapping of something which he believe ct. 27, 192 cialty suc r of son ecision o

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Automobile Leadership

ROM January to June, 1927, twenty-four automobile manufacturers placed advertising in ten publications constituting the class magazine field. Of the 24 manufacturers, 16 used Town & Country, and one more account has been added to the list since July 1, 1927, making a total of 17:

BUICK MOTOR Co.

CADILLAC MOTOR CO.

CHEVROLET MOTOR CO.

CHRYSLER MOTOR CO.

DODGE BROS., INC.

FRANKLIN AUTOMOBILE

LINCOLN MOTOR CO.

MARMON MOTOR CO.

NASH MOTORS CO.

PACKARD MOTOR CAR Co.

PIERCE-ARROW MOTOR CAR CO.

ROLLS-ROYCE OF AMER-ICA, INC.

F. B. STEARNS CO.

STUDEBAKER CORPORA-

STUTZ MOTOR CAR CO.

WILLYS-OVERLAND, INC.

THE WHITE COMPANY

Town & Country

NEW YORK, 119 West 40th Street

CHICAGO, Wrigley Building

BOSTON, 5 Winthrop Sq. LONDON, 11 Haymarket, S. W., 1 MILAN, Via Bossi, 10

SAN FRANCISCO, 822 Kohl Bldg. PARIS, 60 Rue Caumartin

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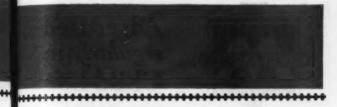
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The MCCLURES

119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



"Best Sellers"

Great stories by great writers plus extensive adversing all combine in producing a great magazine. hus, McClure's has published during the past year, ich "best sellers" as Doomsday by Warwick Deeping, lipped Wings by Elliott White Springs, Daughters of olly by Cosmo Hamilton.

And now the greatest of all, the tremendously opular Percival Christopher Wren, author of Beau ste and Beau Sabreur. has contributed the last of the three Geste novels, Beau Ideal. Advertising, tralding the appearance of this story in McClure's, as appeared in newspapers reaching more than 1,000,000 readers.

There you have it ... great stories, great writers, cked up with extensive advertising to make cclure's a great magazine.





Advertised regularly in Child Life

"M" Garments

Minneapolis "M" Garments are advertised in Child Life by the Mitchell Advertising Agency. The Minneapolis Knitting Works have found this space a good investment.

For advertising any product that families buy, there is no finer home medium.

If families buy your product here's a rich market of homes you should reach

Child Life's circulation is 100% family—now 200,000 and growing steadily. This means a minimum market of 880,000: 2 adults, 24 children per copy, by analysis.

Child Life families have sound, substantial incomes. They buy on quality, not price, in a volume that swells to millions of dollars monthly.

Look through the current issue and picture what advertising here would mean for your product. Others' repeated and increased schedules is proof that advertising in Child Life pays.

Your agency can give you all the facts. Or write direct for sample copy and complete information.

CHILD LIFE

Rand McNally & Company-Publishers, Chicago

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Whatever it may be, to him it is really a romantic ideal of achievement, and he asks nothing better han a chance to explain it to anyhody who will listen. My advice to my fellow industrial advertising men is to listen every chance you get. Nothing that I can think of is better calculated to help increase your usefulness in your job.

Pronunciation Bars Trade - Mark Registration

A CLEAR distinction in the spelling and appearance of a trade name is not sufficient, in itself, to obtain registration with the United States Patent Office. There may be an absence of conflict with trade names already registered, insofar as these qualities go, but if there is a confusing similarity n pronunciation between a new trade names already registered, intered, this fact alone may serve to keep the new name from being

It is this element of similarity in pronunciation which has prevented Vincent A. Buchholtz, operating as the Independent Motor Fuel Supply, from obtaining registra-tion of the trade name, "Depenzol," inder which the company markets Registration was opposed y The Pennzoil Company which claimed that Depenzol conflicted with its registered trade-mark, Pennzoil. When the case, known as Opposition No. 7263, came up before the Examiner of Interferences, he said:

When it is remembered that it s principally by means of the pronunciation that the goods are called for by purchasers, it is manifest that the concurrent use of these two marks on the same class of goods would be likely to cause confusion or mistake in the mind of the people, or to deceive purchasers, and it is so held.

"Similarity between applicants' mark, 'Depenzol' and the notation The Pennzoil Company's' is very

much more striking, it is believed, due to the definite article 'The' of the notation than it is in the opposer's mark and word 'Pennzoil' alone. It is believed the word 'Pennzoil' has become so identified with the name of the opposer that whenever it is used it designates to the mind of the people this par-ticular corporation."

For these reasons, the Examiner ruled that Depenzol was not en-

titled to registration.

New York State Publishers Meet

Meet

The necessity of censoring the advertising columns of newspapers was discussed by Louis Wiley, business manager of the New York Times at the annual dinner of the New York State Publishers' Association, held last week at Syracuse, N. Y. "Some seem to think," he said, "that to admit that advertising should be censored to exclude the fraudulent or misleading, is to concede that all advertising is a business of sharp practices. That is not the case. Censorahip of the advertising columns should be one of the fundamentals of newspaper publishing, not because advertising is fraudulent, but because advertising is fraudulent, but because it is honest. Censorahip is to keep out the unscrupulous few to protect the legitimate interests of the vast majority of honest ones."

Oswald Garrison Villard, editor of The Nasion, urged the newspapers to take a more active part, through their editorials, in educating the public in the solution of coming economic problems.

Frank E. Gannett, president of the

Frank E. Gannett, president of the association, and head of the Gannett newspapers, was toastmaster.

E. C. Jackson Joins Rickard & Company

E. C. Jackson, formerly with the advertising department of the Frigid-aire Corporation, Dayton, Ohio, has joined the copy staff of Rickard & Company, Inc., New York advertising agency.

Eric Hartell Returns to G. Allen Reeder Agency

Eric Hartell has returned to G. Allen Reeder, Inc., New York advertising agency, as an account executive. He was recently with John Hartell & Com-pany, New York.

Joins G. Lynn Sumner Agency

Miss Nina Baker, formerly with Calkins & Holden, Inc., New York, has joined the copy staff of The G. Lynn Sumner Company, Inc., New York ad-vertising agency.

Teachers of Marketing Indorse **Economics Program**

Support of Leading Universities for Advertising Association Project Promised at Chicago Meeting

A T a dinner meeting of the Teachers of Marketing and Advertising held at Chicago last week the International Advertising Association program for bringing about a more accurate understand-ing of the economics of advertising was strongly indorsed. Representatives of universities such as Chicago, Northwestern, Illinois, Indiana. and Kentucky promised their best support and expressed the belief that the research facilities of these institutions would be placed at the disposal of the association's economics committee

Professor N. W. Barnes, of the University of Chicago, explained the proposed work of the com-mittee and showed how it would tie up closely with the marketing and advertising activities of universities and colleges. Mr. Barnes, who is on a year's leave of ab-sence from his university, has be-come director of research for the

economics committee.
"I feel," he said, "that as secretary and treasurer of this organi-zation of teachers of marketing and advertising I have been called into this work as your representative. In one sense it may be said that this association is really at the head of the research program, We now working through me. have an opportunity really to get somewhere in finding out certain essential features of our work about which we have hitherto been pretty much in the dark." Professor Frederic A. Russell,

of the University of Illinois, president of the Teachers' association, declared his belief that "this plan will give to teachers of advertising and marketing, facts they never even have dreamed of. We have wanted to know about these things, have recognized the great need for knowing them and yet have been deprived of this highly essential knowledge because we lack

the necessary finances to make the investigation. Work of this kin costs money. Now then, if the business men of the country are willing to pay the expenses at they now seem disposed to do, it would seem that we teachers, o departments and our institution can well afford to contribute a we know or can find out."

C. M. Bolser, assistant advertis ing manager of the Strathmor Paper Company, told about a certain "case book for retailers" that is being worked up by the Direct Mail Educational Committee, o which he is a member. The pla is to work with various trade as sociations with the object of su gesting practical and specific meth ods through which individual n tailers may be able to use direct mail in their advertising. methods will apply specifically individual branches of retailing such as drug stores, grocery store hardware stores and so on. Who the book is completed it will be at the disposal of universities an colleges for use in classwork.

It was brought out by Rober E. Ramsay, who teaches advertising at New York University, that direct mail as such has had ver little part in the average univer sity or college marketing curriculum. Professor F. T. Blood, o the University of Nebraska, refused to admit that this is the

"A course in business English he insisted, "is really direct ma under another name. When we teach letter-writing we are teach Almost an ing direct mail. branch in a general marketi course has as much direct appl cation to direct mail as it has t almost any other branch of adver

"One thing the universities lad along this line, to my mind, in the way of facilities for teach ing typography, layout, paper at

No.

We Spend \$300,000 A Year

in direct-by-mail efforts to glean the one man out of a hundred who is financially able to read our magazine. Therefore, our 75,000 readers are the cream of the business men of this country and our publication offers the most economical means of placing your sales message before them.

VICTOR E. GRAHAM

Advertising Director

MAGAZINEWALLSTREET

Member A. B. C.

42 Broadway, New York City

No. 1 of a Series

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printing. These, of course, will come in time."

Taking up Mr. Blood's suggestion, it was said by Mr. Bolser and also by E. B. Bowman, of the S. D. Warren Paper Company that the paper manufacturers could and would help materially in bringing the technical aspects of printing before the various departments.

Mr. Bowman outlined a plan which his company is using to place expert direct-mail advertising matter in the hands of small retailers. This idea provides that various manufacturers selling merchandise to the retailer should get together on a plan for supplying to dealers mats and electrotypes of standardized size and, by means of simple layout directions, show them how they can make up circulars and booklets at small expense and of good selling effectiveness. The universities are welcome to this material, Mr. Bowman said.

New Accounts for Honig-Cooper Agency

The Pacific Knitting Mills Company, Los Angeles, maker of bathing suits, has appointed the Honig-Cooper Company, Inc., advertising agency of that city, to direct its advertising account. Newspapers and outdoor advertising will be used in the West and Middle West. Hunter-Dulin & Company, investments, of Los Angeles and San Francisco, have also appointed this agency to direct their advertising. to direct their advertising.

Appoint Mears Advertising Agency

The Lightolier Company, New York, maker of lighting fixtures, has appointed Mears Advertising, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used. The Lightolier Galleries, an affiliated company of the above, maker of furniture, has also appointed the Mears agency. Magazines will be used.

W. T. Birney Leaves Winchester Arms Company

William T. Birney, vice-president in charge of sales, has resigned from the Winchester Repeating Arms Company, New Haven, Conn. He had been with that company for thirty years.

Lumber Paper Changes Name

Crow's Pacific Coast Lumber Index, Portland, Oreg., will be known, after November 1, as Crow's Pacific Coast Lumber Digest.

Hoover Company Advances T. F. Kelly

Thomas F. Kelly, branch manager of The Hoover Company at Chicago, has moved to the headquarters of the capany at North Canton, Ohio, where he will be special contact man with Central stations for The Hoover Company, He was at one time commercial manager and director of The Dayton Power and Light Company, Dayton, Ohio.

Tool Account to Go to Springfield Agency

The Millers Falls Company, Millers Falls, Mass., manufacturer of tools has appointed Wm. B. Remington, Inc., Springfield, Mass., advertising agency, to direct its advertising account. This appointment becomes effective January 1, 1928.

Frigidaire Transfers R. F. Callway

R. F. Callway, manager of the Detroit sales branch of the Frigidaire Corporation, has been transferred to the executive offices of that company at Dayton, Ohio, as assistant to E. G. Biechler, Ohio, as assistant to E. G. president and general manager.

New Business at Columbus, Ohio

Howard Rhodes, for four years director of publicity and advertising for the James Theatres, Columbus, Ohio, his started an advertising business of his own at that city. He was for many years engaged in newspaper advertising work in Columbus and New York.

G. E. Walter, Inc., Appoints C. J. Oliphant Agency

G. E. Walter, Inc., New York, manufacturer of Duretta, a fire-proof awarping, non-abrinking substitute for wood or metal, has appointed the C. J. Oliphant Advertising Agency, Inc., Nes York, to direct its advertising account.

New Account for Henry Decker, Ltd.

Rafco, Inc., New York, importer and distributor of honey, caviar, etc., his appointed Henry Decker, Ltd., New York advertising agency, as advertising counsel. Magazines, newspapers and 6: rect mail will be used.

H. T. Wilder with Krichbaum

Liggett Agency
H. Tristan Wilder, formerly assistant to the president of The Cree
Kraut Company, Clyde, Ohio, has
joined the production department of
The Krichbaum-Liggett Company, Clee land advertising agency.

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MALL TOWN AMERICA

TOU can't count on "fringe" circulation of general magazines and farm journals to cover the 350,000 GRIT families in SMALL TOWN AMERICA. No other single publication reaches more than 10% of GRIT'S 1,500,000 readers in this market. Situated as it is between the congested cities and the isolated rural homes, influenced by both of them, yet affected by neither of them, SMALL TOWN AMERICA is distinctive enough to prefer in its reading that publication designed and made especially for it. There is such a publication—one that for 45 years has been a welcomed weekly visitor; one which is made in separable sections for each member of the family; one which interests both young and old, supplying them news and fiction, entertainment and instruction. There is only one sure way to reach a million and a half of these prosperous, worth-while SMALL Town America people-

To Reach This Market You Must Use



GRIT PUBLISHING CO., Williamsport, Pa.

The John Budd Co., National Advertising Representatives

New York Chicago St. Louis Atlanta San Francisco Los Angeles Portland

Berlingske Tidende

of Copenhagen

is beyond compare, the leading newspaper in Denmark.

Berlingske Tidende leads in:

Circulation:

Prestige:

It is the most influential and widely read newspaper in DENMARK and has been closely bound up with the country's progress ever since its establishment in 1749.

Advertising:

For the first six months of 1927, BERL-INGSKE TIDENDE carried 62% more advertising than any other Danish newspaper (13,293 columns, to give it exactly).

Service to Readers:

BERLINGSKE TIDENDE published 4,533 pages during the first half of 1927, or 29% more than any other Danish daily.

LIBRARY.

BERLINGSKE TIDENDE invites American manufacturers and their advertising agents to bring to it their problems and offers to investigate opportunities for the sale of your goods in that rich and progressive market—DENMARK.

"Ask BERLINGSKE TIDENDE about DENMARK."
"Ask DENMARK about BERLINGSKE TIDENDE."

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING

Bryant 6900

NEW YORK CITY

TI

Announcing the opening of the American Offices of

DAGENS NYHETER of Stockholm OHIO UN

DAGENS NYHETER desires to announce the opening of its American offices in charge of S. S. KOPPE & CO., INC., Times Building, New York City.

DAGENS NYHETER was founded 63 years ago. It is housed in a large and modern building, in what is probably the Continent's most efficient newspaper plant.

DAGENS NYHETER enjoys a much larger circulation than any other newspaper in Sweden—about 115,000 daily and 160,000 Sunday. It is interesting to note that 37% of this is in the city of Stockholm itself and the rest is distributed throughout this prosperous country of more than 6,000,000.

Sell it through DAGENS NYHETER!

DAGENS NYHETER will be glad to make market surveys for American exporters who are desirous of extending their business in that fertile market -SWEDEN.

"Ask DAGENS NYHETER about SWEDEN."

"Ask SWEDEN about DAGENS NYHETER."

Sell it to SWEDEN!

SWEDEN is an excellent market for American merchandise, among which may be mentioned automobiles, machinery of all kinds, various chemical and technical products and photographic supplies.

Standards of living in Scandinavia more nearly approach those of the United States than perhaps those in any other region of Europe.

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING

NEW YORK CITY

Bryant 6900

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Announcing the opening of the American Offices of

HUFVUDSTADSBLADET

of Helsingfors

HUFVUDSTADSBLADET, in order to cooperate with American manufacturers and their advertising agencies, in furthering their business in FINLAND, has opened offices in the United States, in charge of S. S. KOPPE & CO., INC., Times Building, New York City.

HUFVUDSTADSBLADET, ever since its establishment in 1864, has occupied a distinctive place in the newspaper field in FINLAND.

HUFVUDSTADSBLADET is first in prestige and circulation and is the dominant influence in forming the buying habits of FINLAND.

Sell it through HUFVUDSTADSBLADET!

HUFVUDSTADSBLADET offers to American manufacturers and their advertising agencies a comprehensive market service and will gladly locate opportunities for the sale of your goods in that progressive market—FINLAND.

"Ask HUFVUDSTADSBLADET about FINLAND."

"Ask FINLAND about HUFVUDSTADSBLADET."

Sell it to FINLAND!

The market for products of all kinds, which American exporters have for sale, is constantly increasing.

The United States now occupies third place in the import trade of Finland.

Imports into FINLAND grew during the period 1924-1926 from 99% to 116% of pre-war volume.

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING

NEW YORK CITY

Bryant 6900

Government Publications of Interest to Advertisers

Washington Bureau of Printers' Ink

LTHOUGH there is little that A LIHOUGH the demonstration of advertised products in a recent report of co-operative extension work, the report will give manufacturers who desire to cooperate a comprehensive idea of the service. The importance to the manufacturer is indicated by the statement that nearly 4,000,000 instances of the adoption of farm and household practices tending to profitable production and marketing of farm products and the improved management of the home were reported during the year

The report describes the activities of the service during the fiscal year that ended June 30, 1925. During this year, approximately \$19,657,00, or about \$200,000 more than for the previous year, were appropriated for the extension work. Of this amount, 37.6 per cent was contributed by the Federal Government, exclusive of the use of penalty envelopes; and 28.7 per cent was derived from State appropriations to the agricultural colleges and other State agencies. The remaining 33.7 per cent came from county appropriations for extension work and from contributions by local organizations and individuals. About 94 per cent of all funds used for co-operative extension work in 1925 came from public sources.

The report then shows the distribution of the funds, and describes at length the club work among boys and girls, home demonstrations, county agricultural agent work, farmers' institutes, conferences and the like, besides presenting a great deal of interesting statistical information. Copies of the report may be secured by addressing C. B. Smith, chief, Office of Co-operative Extension Work, Department of Agriculture, Washington, D. C.,

and asking for "Co-operative Extension Work, 1925."

Manufacturers of candy other foods in which artificial colorings are used will find a recent publication of the Department of Agriculture interesting. is the third of the series of "Service and Regulatory Announce-ments." It deals with the certifi-cation of coal-tar food colors by the Food, Drug and Insecticide Administration. The announcement points out that the standards of purity set for certified dyes necessitate special precautions in their manufacture and purification, in order that appreciable quantities of objectionable substances may not be present in the finished Also that certification by dyes. the Food, Drug and Insecticide Administration implies not only that the dye itself is harmless, but that it is uncontaminated by poisonous substances.

The announcement gives a list of the permitted dyes, besides explaining the process of certification, states the general labeling requirements, and explains the admission of additional dyes. Copies of No. 3 of the announcements. "Certification of Coal-Tar Food Colors," may be secured free by applying to the Food, Drug and Insecticide Administration, U. S. Department of Agriculture, Washington, D. C.

The fairs held in various countries of the world during this year are described, and a list of those to be held during the next two years, are given in "Foreign Mar-ket Bulletin" No. 333-28. The bulletin states that during the last few years interest among American exporters in the subject has steadily increased, and that oldestablished European fairs have regained their former importance as trade promotion agencies; also that newly organized fairs throughout the world are proving their worth as advertising and agencies. It is also reported that business transacted at some of the recent fairs reached seven figures, an indication of the importance of

international fairs in the economic life of foreign countries.

The bulletin briefly describes the fairs held in Austria, Belgium, Bulgaria, Canada, Cuba, Czechoslovakia, Danzig, France, Germany and other countries, and lists thirty-five international fairs to be held in 1928-29. Copies of the bulletin may be secured by addressing the Specialties Division, Department of Commerce, Washington, D. C., or any of the branch offices of the Bureau of Foreign and Domestic Commerce.

Although there has been a downward trend in the making of gar-ments at home, "Present Trends in Home Sewing" shows that a large percentage of the women reached by a recent survey are still making many garments for women and children. More than two-thirds of the women reported that they were making nine or more of the kinds of garments for men, women and children listed in the questionnaire. More of those living in the smaller communities than those living in the cities made these garments. A larger percentage of those having a low A larger income than of those having larger incomes practiced home sewing, and the highest percentages appeared in the majority of cases in the \$2,000 to \$2,999 income group.

The reasons given for buying ready-made garments were to save time and energy, to get better style and design, and to secure greater satisfaction, while principal reason given for making garments at home was to lower the cost and get materials of better quality. The bulletin appears to be of interest, not only to those manufacturers who produce the materials used in home sewing, but also to those who manufacture ready-to-wear merchandise. Copies may be secured at five cents each, by ordering U. S. Department of Agriculture Miscellaneous Publication No. 4 from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.

The value of "Electrical Development and Guide to Marketing

of Electrical Equipment in Colombia and Venezuela" appears to be more for the reason of the increase in the business of the countries named, rather than because of volume. Exports of electrical goods from the United States to Colombia increased from \$523,-363 in 1923 to \$1,148,154 in 1926. and those to Venezuela from \$241,533 to \$966.003 during the same period. This publication (Trade Information Bulletin No. 511) is similar in character to the rest of the series which includes reports on electrical equipment markets of Australia, Brazil, Japan and Peru. Copies may be secured at ten cents each from the Superintendent of Documents, or from any of the branch offices of the Bureau of Foreign and Domestic Commerce.

TrimPak Account to Ferry-Hanly Agency

The TrimPak Corporation, New York, packaged interior trim for doors and windows, has appointed the Ferry-Hanly Advertising Company, Inc., New York, to direct its advertising account. Business papers and direct mail are being used.

Gold Dust Profit Doubled

The Gold Dust Corporation, and subsidiaries, New York, makers of Gold Dust washing powder, Fairy soap, "2-in-1" Shinola & Bixby's shee polish, showed a net profit for the year ended August 31, 1927, after charges, of \$1,827,650 against \$867.374 for the corresponding period of 1926.

W. H. Walsh Starts Own Business at Boston

William H. Walsh, for many years advertising manager of the Salada Tea Company, Boston, has started an advertising business of his own at that city.

Death of H. W. Collingwood

Herbert Winslow Collingwood, an editor of the Rural New Yorker, New York, for the last forty-two years and editor-in-chief since 1900, died October 21, at Woodeliff Lake, N. J. He was seventy years old.

New Sales Manager of Britton-Gardner

W. W. Shaw has been named sales manager of the Britton-Gardner Printing Company, Cleveland.



Expert Tire Repairing

Drive-in Service

Ge. 5955

TIRES Al. O. Olson Co.

AL O OLSON M. E. GORDON MARY T GUYER

1115 Hennepin Ave.

Geneva 5955 MINNEAPOLIS

are Nationally

Advertised in

The Christian Science Monitor

> The dealer "tie-in" advertisement above is one of

which have appeared in the Monitor, from 27 different cities, since January 12, 1927. when the national advertising began to appear.

> A folder describing this "tie-in" service will be sent on request.

THE CHRISTIAN SCIENCE MONITOR Boston, Massachusetts 107 Falmouth Street

AN INTERNATIONAL DAILY NEWSPAPER

Selling the Queen

ELIZABETH HALLAM BOHN NEW YORK

Editor of PRINTERS' INK:

The Association of National Advertisers has referred me to you direct for a list of articles which you have published on the merchandising of automobiles, especially to women.

mobiles, especially to women.

Would it be too great a favor for you to send me a list of the dates under which articles have come out?

ELIZABETH HALLAM BOHN.

EVER since Christopher Columbus started the custom, selling the Queen has been an important item in merchandising any big idea. Especially has this been true in the selling of automobiles. A list of eleven articles published within the last few months in the PRINTERS' INK Publications is available on request. There is also available a bibliography of articles which have appeared previously.

A study of current automobile copy gives many examples of the appeal to present-day queens.

The Marmon Company asks the modern Isabella, "Can you successfully take your color note from a bird or a flower? From a cathedral window or an objet d' art?" The copy then tells how experimentation led Marmon to the realm of precious and semi-precious stones and how from these a series of beautiful, appropriate jewel colors have been developed, designed to appeal particularly to women buyers. "Not only the harmonies but the stripings are analogous with those used by nature itself in gems, stones and their matrices," says the copy. The car is called a symphony in gray and green.

The Fisher Body Company places especial emphasis upon the upholstery, appointments and beauty of its product.

Stearns-Knight uses the water jump as an example of a supreme test to prove the car a thoroughbred. The whole tone of this advertisement is designed to appeal to the women who like outdoor

The present LaSalle copy, with its French phrases and beautiful backgrounds, places emphasis on the phrase "bought by smart motorists" and offers another example of a company selling the Queen by inference.

Pierce-Arrow copy says: "In every community there are people who love truly fine things. Their homes are beautiful not garish. They enjoy music, not noise; they dress becomingly, not ostentatiously. Such well-bred folk know and know well the charm and worth of simplicity." This copy then leads naturally into the mechanical simplicity of the motor.

Hupmobile shows a well-dressed woman in the car and emphasizes that much used by-word among women—"chic."

Oakland copy tells of "a fashionable air of fleetness." Packard tells how its "skilled specialists select the finest fabrics from the

looms of Europe and America."

The Buick, in a special piece of copy in women's publications shows the old Sedan chair and emphasizes "beauty that surpasses all tradition."

In addition to these and many other present examples of selling the Queen in automobile copy there is the famous, somewhat satirical and yet interesting suggestion of-fered by Struthers Burt in "The Delectable Mountains" a chapter of which appeared in PRINTERS' INK for September 15, 1927.— [Ed. PRINTERS' INK.

Frank Dubinsky Joins C. S. Barad Company

Frank Dubinsky has joined the C. S. Barad Company, Providence, R. L. printing and direct mail. He was formerly with the New England Publishers Bureau. Boston, and with the advertising staff of the Providence Tribuse.

W. A. Lorenzen with Motion Picture Publications

William A. Lorenzen has been appointed assistant business manager of Motion Picture Magasine and Motion Picture Classic, Brooklyn, N. Y. He was formerly with the People's Home Journal, New York, for thirteen years.

D. M. Wright with Joseph Richards Agency

Donald M. Wright has joined the copy staff of the Joseph Richards Company, New York advertising agency. He was formerly with N. W. Ayer & Son.



and a Good Sign ALL-WAYS!

The DuraSheen sign (porcelain fused into steel) which so attractively tells the man on the street where he can buy his favorite smoke,—is, like the cigar it advertises, "good" always and all ways.

In fact it is the finest and most permanent sign made. It requires no upkeep. And sun, rains, sleets, snows and anything else the weather man has up his sleeve fail to fade its bright colors or dim its permanent lustre.



And yet Dura-Sheen porcelain enamel signs are in expensive. They will do a good job for your product at surprising low cost!



BALTIMORE ENAMEL

and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. - 200 FIFTH AVE. NEW YORK

THE AD WAS GREAT..BUT

The President was proud. He opened the magazine and looked lovingly at his advertisement. Hadn't the best agency in the country prepared it? Hadn't they secured the most expensive artist of buildings in the country to do that impressive illustration? Hadn't a high-powered, high-priced copy-writer produced those few lines of perfect copy? "Ah!" said the President. "At last, the kind of advertising I've been trying to get."

The President took the magazine home with him.

He spread it on the table. "There," he said. The President's wifelooked, and looked again, and the President knew by her expression that she didn't share his pride.

"Look at that," and he explained to her carefully, the fine points of layout, and illustration, and color and copy.

"Yes, dear," said the President's wife, "but look at the woman standing in the doorway of the picture."

"What about her?"

T

THE HAT WAS WRONG

"Her HAT."

"What about her hat?"

"It's all wrong."

"How, all wrong? It's a hat."

"That's just like a bunch of men. Any old hat will do. That hat belongs to 1924, or at latest 1925. Women are wearing 1928 hats now."

And so fell the President's pride.

Harper's Bazar has recently instituted a FASHION SERVICE BUREAU whose function it is to consult with advertisers who wish their advertising fashion-right, even to the hat on the woman in the doorway. This Bureau places at the disposal of advertisers in Harper's Bazar, all the fashion resources of the magazine. A circular describing its service will be sent you on request.

HARPER'S BAZAR

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C. U. Philley, President, Outdoor Advertisers

U. PHILLEY, head of the C. Philley Advertising Company, St. Joseph, Mo., was elected president of the Outdoor Advertising Association of America, at its convention held from October 17

to 21 at the Hotel Ambassador, Atlantic City, N. J. He has been vicepresident of the association.

Al Norrington, of Pittsburgh, was named vicepresident and O. S. Hathaway, of Middletown,

C. U. PHILLEY N. Y., treasurer. Kerwin H. Fulton, president of the General Outdoor Advertising Company, Inc., was chairman of the board. was re-elected

Departmental meetings were held on standard construction and service, plant operation, merchandising, public relations and legislative matters. Harry F. O'Mealia, the retiring president, presided at the standard construction and service session. There was a large exhibit of the posters being used by national advertisers.

In a report read by C. B. Lovell, secretary of the association, it was declared that the five-year standardization campaign, now in its second year, had progressed to such an extent that approximately 40,000 poster-boards had been erected according to the organization's specifications.

C. K. Woodbridge, president of the Electric Refrigeration Corporation, and head of the International Advertising Association, was heard on "Outdoor Advertising from the Advertiser's Viewpoint." At another session Mr. Lovell spoke on "The Trend of the Times." Dr. M. Luckiesh, director of the lighting research laboratory of the National Lamp Works of

the General Electric Company, Nela Park, Cleveland, in a speech on "Light and Color in Advertising," said that advertising men need not despair because they have not plumbed the depths of the subject of color as applied to the business of merchandising, because to understand the symbolism of color thoroughly it is necessary to understand all the sciences involved in appeal through the visual sense of man.

Governor Harry F. Moore, of New Jersey, made the address of welcome at the opening session. At the same time Mr. Fulton spoke on "The Future of the Industry."

The American Legion, through its national commander Edward E. Spafford, presented the Outdoor association with a flag for the work of the association during the war

and since that time. George W. Kleiser, president of Foster & Kleiser Co., San Francisco; Miss Maud I. G. Oliver, of Chicago, Alon Bement, director of the Art Center at New York, E. Allen Frost, the Association's general counsel, Mr. O'Mealia, Mr. Philley and A. H. Guertin, of New York, also spoke.

Among those elected directors Tom Nokes, Johnstown, Pa.: H. C. Macdonald, Detroit, Leonard Dreyfuss, New York; W. J. Ferris, Buffalo, N. Y.; A. A. Edwards, Paris, Tex.; W. L. Edwards, Paris, Tex.; W. L. Busby, Keokuk, Iowa; George Ripley, Jr., Atlanta, and S. L. Ghaster, Fostoria, Ohio.

Robert Reinhart, Jr., with "Bollettino Della Sera"

Robert Reinhart, Jr., has been appointed head of the local and national advertising department of the Bolletine Della Sera, New York. He was, for many years, with the New York Evening Journal. Philip Sperry is assistant to Mr. Reinhart.

Campaign Planned on Keen Coasters

The Burton R. Stare Company, Seattle, has appointed the Mercantile Printing and Advertising Company, of that city, to direct an advertising cam-paign on Keen coasters for children. Direct mail and business papers will be used.

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The Need of Advertising Apples

Washington Bureau of PRINTERS' INK

A LTHOUGH the recent survey of the retailing of apples, made by the New York Food Marketing Research Council in co-operation with the Bureau of Agricultural Economics, was confined to New York City, it is thought that the facts disclosed will apply with few variations to most of the cities of the country. An opportunity for advertising was strongly indicated by the fact that only fifteen varieties of apples are known to any extent by the New York public, although between 300 and 400 varieties are raised in the country.

As with many other foods, the survey showed that the kind of retailers selected depends on the size of purchases, and the habits, racial customs, and size of income of consumers. It was found that retailers, in the order of their importance, are fruit and vegetable stores, fruit stands, push carts, chain groceries and unit groceries. As a general thing, the fruit and vegetable stores and grocers serve middle and high-income groups, while the fruit stands and push carts are patronized by families with small incomes.

Few New York City consumers know the difference between Eastern and Western apples, and to most housewives an apple is either an "eating" or "cooking" apple. The majority of sales are made on the basis of the appearance of the fruit and the recommendation of the retailer. Only 750 housewives out of a total of 3,000 representative families in all parts of the metropolitan district said that they buy apples by variety names, and less than 15 per cent declared that they mention the brand in selecting purchases.

It was found that the Italian and colored American families, also families having small incomes, generally call for, "red," "yellow" or "green" apples. Preferences among other racial groups vary between Baldwin, McIntosh, Delicious, Spitzenberg and Winesap. The Jewish people were found to be more selective, 58 per cent of the Jewish families preferring McIntosh as an eating apple. According to the survey, 57 per cent of the apples bought by the

According to the survey, 57 per cent of the apples bought by the 3,000 families are eaten raw, 15 per cent are made into applesauce, 13 per cent baked, 11 per cent go into pies and 3 per cent into salads. The Italians eat 72 per cent of the apples they buy uncooked.

Changed buying habits are indicated by the disclosure that apples are bought to supply only immediate needs, and that purchases by the bushel or barrel are a thing of the past. Most New York families buy twelve apples at a time, although many buy in smaller units. Cooking apples are usually bought by the pound, and the most frequent quantity is three pounds. Practically all families indicated that they preferred green apples for cooking, and Greening and Baldwin varieties were the ones demanded for this purpose.

Most of the housewives who said that they possessed a knowledge of varieties could identify only one. Few families were familiar with a single brand of apple, and 51 per cent of the housewives said that they could not identify a single variety in a dealer's store.

More than 50 per cent of the housewives interviewed reported "healthful qualities" as the chief reason for buying apples, the next reason was "taste," and a small number said that economy is the principal reason. The survey also shows that there is a general acceptance of the apple as a necessary item in the diet of children.

The survey was made by means of questionnaires in the hands of teachers in the home economics schools of New York City, and is a part of the general study of apple marketing. The complete results of this and several other surveys on the same product will be published later by the Bureau of Agricultural Economics, U. S. Department of Agriculture.

The hunch man-





Cleveland's Merchandising Headquarters for NATIONAL ADVERTISERS

Selling the Cleveland Market without first knowing all its selling facts is a needless experiment.

Needless-because The Plain Dealer has all the selling FACTS, tabulated from hundreds of merchandising campaigns in the Cleveland Market and they are available without "string" or obligation.

So many successful campaigns have begun with this Cleveland Market EXPERIENCE concerned-The Plain Dealer's

Market Service Department is now generally accepted as MERCHANDISING HEADthat—as tar as Cleveland is QUARTERS for NATIONAL ADVERTISERS.

leve in Cleveland and Northern Ohio-ONE

J. B. WOODWARD 110 E. 42nd St. New York

WOODWARD & KELLY 360 N. Mich. Ave. Chicago

"Ac merch. Wby Out o that

You Notv Think Distri Here-

Wbv

Best Merc **FULI** are be For (

"a la that s



Chases Butterflies in Cleveland

instead of first Removing Waste from Distribution!

"A check-up of Sates shows that 50% of your deaters sell 75% of your merchandise!"—writes a puzzled Sales Manager to his District Manager. Why not determine this BEFORE Distribution? You can—in Cleveland. Out of every thousand grocers in Cleveland, 500 will sell merchandise that the other 500 can't give away! Which 500?

Why not determine and prevent this Waste BEFORE Distribution? You can—in Cleveland.

No two Metropolitan Markets are alike. Thinking that they are is a sure way to Distribute merchandise WASTE-fully.

Here—in the Cleveland Market—is the Best Place in the United States to Sell Merchandise Profitably!—or WASTE-FULLY! Either can be done and both are being done!

For Cleveland is CLEVELAND and "a law unto itself" and merchandise that sells here doesn't sell elsewhere—and vice versa!

Cleveland is the Hub of Ohio's Manufacturing Prosperity, the country's Second City in Diversified Industries, its Fourth City in Volume Manufactured and Cleveland has three Absolutely Different BUYING GROUPS. Which group will buy YOUR merchandise? We know and will tell you.

SALES MANAGERS favoring Safe Procedure in Cleveland will secure it by writing to National Advertising Dept., Cleveland Plain Dealer, Cleveland, Ohio or the nearest Representative.

Plain Dealer

Medium ALONE ~ One Cost Will sell it

WOODWARD & KELLY Fine Arts Building Detroit R. J. BIDWELL CO. Times Building, Los Angeles, Cal. 742 Market St., San Francisco

Big Advertisers of Grocery Specialties Discuss Distribution

Close Contact with Distributors, Consumers and Government Distinguishes Convention of Specialty Manufacturers at Atlantic City

THE members of the American Grocery Specialty Manufacturers Association, who held their nineteenth annual convention at Atlantic City last week, are for the most part large national advertisers. Executives from companies producing such specialties as Welch's Grape Juice, the Post products, the National Biscuit line, Colgate soaps and perfumes and a large variety of trade-marked and advertised food products were in attendance at a convention notable for many interesting ideas.

A. E. Philips, of the Welch Grape Juice Company, president of the association, in his opening address estimated the annual advertising expenditures of members of the association at \$75,000,000. He struck the convention keynote when he said: "We are gathered as manufacturers not with thoughts of manufacturing, but engrossed in the question of more sound, effective and economical distribution." Advertising expense was outlined by the speaker as an effective aid in more economical distribution.

It was interesting to note how these manufacturers, close students of market conditions because they are all large advertisers, sought close contact with the trade and consumers. Addresses were made by representatives of merchandise brokers, wholesale grocers, retailers, chain stores, organized consumers, individual consumers and of the Government.

Mr. Philips in his opening address, said in part:

The consolidations of manufacturers in several different lines of the grocery industry are blazing the way to discover what economies can be accomplished in the manufacturer's functions of distribution, aided by financial consolidation.

I submit to you as a question for study and investigation: What in distribution's economics can be effected by the co-operation of manufacturers without financial consolidation? What would it mean if a group of non-competitive, related products combined in the same magazine and newspaper advertising? Is the public ready for it?

What would the saving be if such groups co-operated in distributing store display material or doing specialty sales work?

Time is too limited to follow out these thoughts here, but their possibilities are obvious and affect the three following activities:

(1) Co-operative Advertising, (2) Co-operative Specialty Sales

Work,

(3) Co-operative Warehousing.

A sure way to reduce distributing cost is to produce a highly acceptable product—merchandise which serves the consumer satisfactorily. It helps the manufacturer's salesmen, wholesaler's salesmen and retailer. It makes advertising more productive.

It is impossible for advertising to overcome the handicap of unworthy or unattractive merchandise. On the other hand, advertising brings to bear the most searching scrutiny under which only a worthy and attractive product can stand up.

To force distribution by excessive advance advertising is usually a mistake. Advertising normally is coincidental with or follows distribution, and increases volume. lowering the manufacturer's overhead and increasing the distributor's turnover.

Advertising to create consumer demand and acceptance, by telling the public what the product is, what service it performs and how well, is a task which the manufacturer can perform at minimum expense. Advertising to focus demand, by persuading the public where too buy, is entirely an act of competitive distribution and therefore a task for the distributor. Much duplication of advertising expense may be eliminated by applying this distinction.

by applying this distinction.

To overprice a product and force its sales through advertising is uneconomic. Through the operation of competition a product gravitates irresistibly to its fair price level and

pretition a product gravitates irresistibly to its fair price level.

Traditionally, wholesaling and retailing consist of the following services to the retailer and consumer, respectively.

tively.

Effective and economical
Purchasing
Warehousing and handling
Advertising and selling
Delivery

Credit
By "economical" I mean at the lowest
cost consistent with efficiency and good
ethics.

ethics.

By "effective" I mean in direct satisfaction of the customer's demands and

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tiona leade ing requirements. Any form of service, no matter how economical, which does not satisfy the customer is not effective and sooner or later will be displaced by a service in the form which the customer demands.

That service must be paid for, and that rendering service without pay is an unsound and ephemeral practice, are two principles always perfectly known but which in many of the newer forms of merchandising have been lost sight of. They are incontrovertible.

They are incontrovertible.

When a retailer receives from his wholesaler all the services of wholesaling, including delivery and credit, he must expect to pay for it, for in doing so he is paying only for actual value received. All that he has a right to expect of his wholesaler is that the service be performed efficiently and charged for on a reasonable basis; and in turn when the consumer receives from the retailer all the services of retailing, including clerk service, delivery and credit, the consumer must expect to pay for it, for in doing so he or she is asying only for actual value received. On the other hand, when a retailer, positioned to perform some of the whole-

On the other hand, when a retailer, positioned to perform some of the whole-saling services for himself, such for instance as delivery and credit, does so, he has a right to expect to be paid for it; and in turn the consumer, who performs for her or himself some of the retailing functions, such as clerk service, delivery and credit, has a right to expect commensurate remuneration in

the form of a lower price.

After outlining six different systems in the evolution of distributing goods, Mr. Philips pointed out the following five ways in which any system of distribution can cooperate with the manufacturer to their mutual profit and the benefit of the ultimate consumer:

 By being distributors, not competitors, promoting their own private brands.

 By "controlled buying"—based upon reasonable turnover—as distinguished from "hand-to-mouth buying," carried to wasteful extremes.

 By saving as much as possible of salesman's and buyer's time through prompt, courteous and business-like in-

terviews.

4. By tying in with the manufacturer's merchandising plan, taking full advantage of his advertising and giving his merchandise the full advantage of their selling and distributing facilities.

5. By refraining from expecting or demanding special concessions or allowances, which upset the balance of equal opportunity as between one system of distribution and another, and which are likely to develop into a crutch which will eventually cripple both the distributing system and the manufacturer."

He further pointed out five questionable policies, such as "loss leaders" and limited-service pricing at reductions greater than the cost of service eliminated, and closed with the thought that many methods of distribution can live and prosper side by side if they establish a sound, effective and economical service in getting goods from producer to consumer and are able to purchase at a price which represents the same net re-

turn to the producer.

The address of Charles Dunn, general counsel of the association, which appears in part elsewhere in this issue, was read by C. A. Vilas, general counsel of the National Biscuit Company. This was followed by an address by Mrs. John F. Sippel, director of the General Federation Women's Clubs and representing 500,000 women consumers, who said that the consumers she represented were interested in knowing the methods and aims of makers of branded, packaged merchandise, and who suggested close co-operation between the makers of food and household products and the women who used them.

Louis McDavit, sales manager of Colgate & Company, outlined the results of the co-operative advertising campaign carried on last year by soap manufacturers to sell glycerine, a by-product, for radia-

tor purposes.

Committee reports were presented by C. Francis, sales manager of the Post Products Company, for the merchandising committee, who pointed out that loss leaders are uneconomic and that any advertising concessions should be open to all. "Don't do for one what all can't get," Mr. Francis said.

H. R. Drackett, of the Drackett Chemical Company, presented a standardized order form designed to eliminate misunderstanding and William L. Sweet of the Rumford Chemical Works presented a re-

port on trade relations.

The afternoon session of the first day was opened by Mrs. Bess Gearhart Morrison, a "consumer" of Lincoln, Nebr., who describing herself as "up to date as a red flannel petticoat" said that she had no claim to fame as a channel swimmer, or ocean flyer, but was "out close to folks." She made an

Edward Frank Hummert

announces his resignation

as Vice-President and

Chief-of-copy of all offices of

Lord & Chomas and Logan

to assume

a Partnership

with

Blackett and Sample, Inc.

effective

November 1, 1927

Blackett and Sample, Inc.

into their firm of

Edward Frank Hummert

as a full partner with the office of Vice-President and Editor-in-Chief

Associated with many of the largest and most dramatically productive campaigns in modern advertising, Mr. Hummert is generally credited with having written more successful advertising, from a dollars and cents standpoint, than probably any other writer during the past 7 years . . . as well as being noted, during his former tenure of office, as the most highly paid advertising writer in the world.

The objective of Blackett and Sample, Inc., in formulating this new partnership, was to provide their clients with the best, in their belief, that the field of creative advertising has to offer . . . regardless of cost.

Mr. Hummert's objective in formulating it was to form a partnership interest, rather than a purely compensation interest, in an advertising agency whose successful growth was founded upon the only stable basis which an advertising agency, in this day of highly developed advertising ability, can hope to thrive—an understanding of advertising for what advertising is: a commercial force whose only basis of measurement is dollar profit.

BLACKETT AND SAMPLE, INC. 58 E. Washington St., Chicago, Ill.

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interesting and effective plea for more friendly and human copy, to replace the corner grocery store of yesterday which was a friendly place and a social center. "Don't let women get too used to your advertising copy," she said, "if you want it to compete with the third instalment of 'Burning Kisses.' A brand is a name and a tradition and women will not buy goods made by a manufacturer who is afraid to put his name and his pledge on merchandise if the makers of advertised goods will remember to keep their advertising copy human and intimate.'

Roy L. Davidson, president of the National Wholesale Grocers Association, pointed out that in some instances price is being sold instead of product, leading to "volume today, disaster tomorrow." He asked manufacturers to consider carefully if some of their methods which seem economical at first sight are actually so in the long run, and suggested that manufacturers would make more money "by giving all elements in the process of distribution the same break." He urged that no manufacturer ever make the shortcomings of any few in one class an excuse for a general change in sales policy.

He was followed by R. H. Rowe, secretary of the American Wholesale Grocers Association, who suggested that some products are "One Eyed Connollys" trying to crash the gates of distribution without paying their way.

One of the highlights of the convention was the speech by John Coode, retail grocer of Nashville, Tenn. and president of the National Association of Retail Grocers Mr. Coode paid a real tribute to his competitor, the chain store, which can teach the individual grocer much about display and merchandising. Mr. Coode had some expressions which "went over big" such as:

I'm not here to eulogize the grocer or bury the chain store. I received my early training in the chain store; that is why I'm making money as a retail grocer today.

A man becomes a man when he stops whining and begins selling.

Will the service grocer go out of business? He will if he keeps his mind closed, won't accept nor exchange ideas, and won't watch overhead, display and good merchandising. But if he renders intelligent service and stops whiling away his time discussing competitors, he will be with us for all time.

No one slips us an occasional one hundred dollar bill because he likes us. No one can help a grocer unless he helps himself.

There is room for both the grocer and the chain store. Keep competition if you want effective distribution. Just remember a square deal for all, specal privileges for none.

If you think you can cut out the jobber, use a process of the elimination of the unfit. I disagree with the previous speaker who said we're all in the same boat and mustn't rock it. We are all in the same occan but not in the same boat. Only the man who can swim will get in the boat.

Get a definite policy, eliminate the unfit wherever he is.

Mr. Coode also made the plausible suggestion that many a chainstore man, as he sees the desire for more service on the part of a certain portion of the consuming public, will go into business for himself and become an independent grocer.

He was followed by Harry C. Faulkner, president of the National Food Brokers Association, and by A. H. Beckman, secretary of the National Chain Store Grocers Association, who read the address of Ross McIntyre, its president:

"The very foundation of chainstore success," this paper said, "is to act as a fair purchasing agent for customers' needs. The consuming public is a great leveler of prices. If lard is high and vegetable shortening is low, lard must come down. If canned corn is scarce and high, and canned peas are low, the great leveler, Mrs. Buyer, uses peas."

It was also pointed out that an average chain store, selling \$4,000 per month by the cash and carry method, meets from 5,000 to 6,000 buyers personally, three times as many as the average service grocer doing the same volume. This close contact with a large number of customers is a great asset of the chain store as a distributing agent. A report by Geo. D. Olds,

Jr., of Hills Bros. Co., on trade conditions in forty cities was presented, and one by C. A. Vilas of the National Biscuit Company on a plan for co-ordinated action against unfounded claims of injury from consumption or use of

products. On the last day's session the convention was addressed by Hon. C. W. Hunt, chairman of the Federal Trade Commission, who gave a complete outline of the aims and purposes of the commission with a history of its background. The commission approves of trade associations, its chairman said, so long as they keep the welfare of the public in mind. He was fol-lowed by W. G. Campbell, chief of the Food, Drug and Insecticide Administration of the Department of Agriculture, who told the de-

tails of his department's work. Among the large number of resolutions presented by the resolutions committee and passed by the convention was the following on resale price maintenance, of interest to so many lines of business:

WHEREAS, The Federal Trade WHEREAS, The Federal Trade commission has ordered a searching in-quiry into the resale price maintenance practice to determine its economic merit and what legislation, if any, Con-gress should enact upon it. BE IT RESOLVED, that it is the

sense of the Association:

a—That a manufacturer should have the right to suggest a resale price for his product, if he cares to do so, and prevent dealers from reselling it at a price which he believes to be unfair,

detrimental and uneconomical.

b—That this association is opposed to
any Federal law empowering the Government to review and revise the resale price as fixed by a manufacturer.

The officers and directors elected for the following year were as fol-

President, H. D. Crippen, Bon Ami Company; first vice-president, H. R. Drackett, Drackett Chemical Co.; second vice-president, J. S. Goldbaum, Fels & Co.; third vice-president, Geo. D. Olds, Jr., Hills Bros. Co.; treasurer. Louis McDavit, Colgate & Co. Board of directors: C. Francis, Post Products Co.; W. J. Underwood, Wm. Underwood Co.; L. W. Mitchell, Parsons Ammonia Co.; J. T. Williams, Creamette Co.; F. E. Barbour, Beech-Mut Packing Co.; Mrs. Chas. B. Knox, Knox Gelatine Co.; Proctor Carr, Shredded Wheat Co. Shredded Wheat Co.

At a meeting of the new board of directors immediately following, H. F. Thunhorst was re-elected general secretary and C. W. Dunn, general counsel, both for the fifteenth consecutive year.

Business Paper Editors to Discuss Style and Design

Design and its interplay on produc-tion, sales and advertising will be made the subject matter of a series of lecture luncheons at the meetings, this season, of the Editorial Conference of the New York Business Publishers Associa-

How may the editorial content of business publications influence design and style? What does a wider knowledge of this penetrating phase of in-dustrial and commercial life mean in sales and advertising? These are some

cuge of this penetrating phase of indistrial and commercial life mean in
sales and advertising? These are some
of the questions bound up in the series
of lectures which it is anticipated will
lead to an interchange of thought and
purpose in this field of development.

The first lecture, on October 28, will
be given by Dean Dexter S. Kimball, of
the College of Engineering, Cornell
University. His topic will be "Decoration and Proportion in Design."

Richard F. Bach, of the Metropolitan
Museum, will address the conference on
"Design, the Silent Partner of Industry." This meeting will be held on December 2 at the Metropolitan Museum
of Art. All other meetings in the series
will be held at the Hotel Astor.

Other speakers and their subjects are:
Fred Suhr, Cowan, Dempsey & Dengler, Inc., "Art in the Business Paper,"
February 3; Ward Cheney, of Cheney
Bros., "Cycles of Styles," March 27,
and Frederick M. Feiker, managing director, Associated Business Papers,
"Sales and Advertising Significance of
Co-ordinated Knowledge of Design and
Style."

The program is being directed by a Style.

The program is being directed by a committee which includes past presidents and the executive committee of the Conference.

Radio Account to Eugene McGuckin Agency

The Pfanstiehl Radio Company, Wau kegan, Ill., manufacturer of Pfanstiehl overtone radio sets, has placed its advertising account with The Eugene McGuckin Company, Philadelphia, advertising agency. Newspapers and business tising agency. Newspa

Death of P. W. Reilly

Peter W. Reilly, vice-president of the Courier-Citizen Newspaper Company, publisher of the Lowell, Mass., Courier-Citizen and Leader, died recently at that city. He had been with the Courier-Citizen organization for more than fortyseven years.

A Brand New Trade-Mark Idea Is Worked Out for Anthracite

The Payne Coal Company Has Developed a Trade-Mark Plan That Ought to Interest Many Manufacturers of Bulk Products

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

IN the April 21 issue of Printers' INK there appeared an article which described one of the first successful methods of trade-marking hard coal employed by a progressive anthracite coal producer. Briefly, this was the "stamp system" whereby the shipper issues to dealers a one ton trade-marked stamp for every ton of coal in each shipment. This stamp is then pasted to the delivery ticket and becomes the customer's guarantee of the source of that coal.

Another novel system of trademarking anthracite has just been worked out by the Payne Coal Company. It is known as the "disc system." The trade-mark of the Payne Coal Company is an orange disc about 1½ inches in diameter with the name and address of the Payne Coal Company printed on one side. The other has printed on it the name of the colliery from which the coal is shipped and the slogan, "The Orange Disc Insures Clean Coal." The system is rather unusual and proves itself sound and satisfac-

At the collieries where the coal is loaded from the tipples into the railroad freight cars, from 2,000 to 2,500 orange discs of this sort are thoroughly mixed throughout every carload of coal which the Payne Coal Company is now shipping. The discs being weatherproof and wet-proof, retain their shape and legibility when received by the dealer who delivers the coal in turn to the ultimate consumer, with each ton containing from forty to fifty discs. The customer immediately sees this unusual "foreign matter" in his coal and has his curiosity aroused. Not only does it make the coal distinctive in appearance, but it enables the customer to identify the coal, and

if he likes the burning qualities to specify it in his next order.

The development of this trademark is interesting. In 1923, the Payne Coal Company had bought, from large storage piles of buck-wheat, coal which seemed to have weathered to a bright red. No amount of rewashing could remove this color, and because of the unusual red appearance, most of the shipments of this coal were rejected. However, the coal ran extremely low in ash and as soon as heating engineers were persuaded to try some, they were enthusiastic about it. They began to call for "red" coal. This unusual circumstance and color made the coal famous in a short time.

Unfortunately, it was eventually gone, but the profound impression this colored coal had made on the market had led the Payne Coal Company to consider the possibility of dyeing its coal with chemicals and so retaining the impression already made. This proved impractical, and finally the idea of mixing the present orange pasteboard discs with the coal was hit upon, and was an immediate success.

ONLY ONE DEALER IN EACH LOCALITY

The merchandising policy grants exclusive representation to certain retail coal dealers within different territories. With only one dealer in each locality, considerable effort and assistance is rendered to build up his tonnage. An announcement of the new trademarked coal is mailed to the entire dealer's trade and then a series of twelve pamphlets, each describing a different phase of the anthracite industry is furnished dealers for enclosures in statements.

A small-size pamphlet, entirely

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black with no reading matter or captions on it, and a single orange disc on the face is sent out with each delivery ticket to satisfy the curiosity which is bound to arise in the customer. The pamphlet has a dead black cover so that the coal driver, who is not usually apt to have spotlessly clean hands and manicured nails, cannot blacken or smudge it, and in this way by folding the pamphlet within the weight slip, the story is carried to the kitchen table at the same time the coal goes into the cellar.

So far, the campaign has been a decided success and there seems now to be little question that the orange disc trade-mark has solved another difficult problem of trade-

marking a bulk article.

With the "stamp system" and the "disc system," and another of the largest producers spending thousands of dollars attempting to trade-mark each lump of coal, anthracite is rapidly moving from the ranks of the unknown, unbranded and unadvertised and is becoming a soundly merchandised product.

Akron Club Starts Advertising School

The Advertising Club of Akron, Ohio, has organized an advertising school to be managed by the club and under the auspices of Akron University, H. R. Baker, president of the club and Dr. George Zook, president of the University, are its sponsors. The school will have a course of fifty-two lectures, twice weekly, beginning November 4, which will have as instructors, various members of the advertising club. E. E. Humphrey is chairman of the school board. The Au

Appoints Drechsler-Peard Agency

The Anthracite Fuel Company, Balti-more, manufacturer of "Colex" has ap-pointed the Drechsler-Peard Company, Inc., to handle its advertising account. Newspaper, outdoor and direct-mail advertising will be used.

Shoe Account to Kenyon Agency

The Cushman-Hollis Company, Auburn, Me., manufacturer of women's shoes, has appointed The Kenyon Company, Boston advertising agency, to dipany, Boston advertising age rect its advertising account.

B. N. Pollak with Lion Electrical Mfg. Company

B. N. Pollak has been appointed sales and advertising manager of the Lion Electrical Manufacturing Company, Brooklyn, N. Y. He was formerly assistant advertising manager of Wm Demuth & Company, New York.

Los Angeles Agency Directs Sprinkler Account

The Mayers Company, Los Angeles advertising agency, has been appointed to direct the advertising account of the Thompson Manufacturing Company of Los Angeles, maker of the Thompson concealed lawn sprinkling system. Class magazines and business papers are being used.

Fancy Goods Account for Chicago Agency

The advertising account of the Mol-ter-Reinhard Company, Chicago manu-facturer of fancy goods, is now being handled by Vanderhoof & Company, Chicago advertising agency. Business papers will be used.

New Account for Bennett-Williams

The Sedgefield Inn, Greensboro, N. C., has appointed the Bennett-Williams Company, High Point, N. C., advertising agency, to direct its advertising account. Newspapers, magazines and outdoor advertising will be used.

G. V. Baillard with Reuben

H. Donnelley
George V. Baillard, associated for
three years with R. L. Polk & Company, Inc., New York, has joined the
trade-mark division of the Reuben H.
Donnelley Corporation, New York.

A. H. Jenkins with Maxton R. Davies, Inc.

Albert H. Jenkins has joined Maxton R. Davies, Inc., Cleveland advertising agency, as manager of plans and copy. He was formerly vice-president of The Nichols-Evans Company of that city.

F. H. Lamb with McKinney, Marsh & Cushing

Fred H. Lamb has joined the creative staff of McKinney, Marsh & Cushing, Inc., Detroit advertising agency. He inc., Detroit advertising agency. He had been engaged in advertising work at that city.

Radio Account to Burnham & Fishler

Bludworth, Inc., New York, radio receivers, phonographs and remote con-trol units, has placed its advertising ac-count with Burnham & Fishler, Inc., New York advertising agency.

California Agents Addressed by Governor

By Special Wire to PRINTERS' INK (October 23)

A T the close of a three-day convention at Santa Barbara, Calif., Don Francisco, of Lord & Thomas and Logan, was elected president of the California Association of Advertising Agencies.

The convention was addressed on October 22 by Governor C. C. Young, of California, who charged the advertising profession with its responsibility toward furthering the future development of California through the



DON FRANCISCO

power of the work of advertising. He laid marked emphasis on the important part which advertising has played in making all that California has done so successful. "Nowhere do I know," said the Governor, "of a situation which pictures so well the social value of advertising service. Here is the ideal stage setting and the drama of the betterment of the service through the carrying of truth from the producer to the consumer. More than any other one element in the business world, you have contributed to the development of California."

Another important feature of the convention was a frank discussion with publishers and publishers' representatives on the cash discount to agencies. Those present openly discussed their views on the subject from the floor. Advertising agency practice and the internal problems of the advertising agency were discussed by Lynn Ellis.

agency were discussed by Lynn Ellis.

Mr. Francisco, as president, succeeds H. C. Bernsten, of the Lockwood-Shackelford Company, San Francisco, who becomes a member of the board of directors.

Atlee Hunt, Oakland, was elected first vice-president; Dan B. Miner, Los Angeles, second vice-president, and Chester F. Crank, Smith & Ferris, Los Angeles, secretary-treasurer. Louis Honig, San Francisco, Fred C. White, Los Angeles, Barton Stebbins, Los Angeles, and Alvin Long, San José, were elected directors.

The name of the association was changed to the California Association of Advertising Agencies.

Lambert Pharmacal Shows Large Increase in Profit

The Lambert Pharmacal Company, St. Louis, maker of Listerine, showed a net profit, after charges, for the nine months, ended September 30, of \$3,344,748 compared with \$2,394,520 for the corresponding period of 1926. The net profit for the third quarter of 1927 was \$1,140,228 against \$785,556 for the same quarter of 1926.

J. X. Kennelley Returns to California Goodyear Company

J. X. Kennelley has returned to his former position as manager of the advertising department of the Goodyear Tire & Rubber Company of California, Inc., Los Angeles. He was formerly with the Reuben H. Donnelley Corporation.

J. C. Martin, Trustee, Equitable Trust Company

John C. Martin, vice-president and general manager of the Curtis-Martin Newspapers, Inc., Philadelphia, has been elected a trustee of the Equitable Trust Company, New York.

J. J. Cahill Joins Smith & Ferris

John J. Cahill has returned to Smith & Ferris, Los Angeles advertising agency. He will head its new sales promotion department.

Death of William Bates

William Bates, sales manager of the Superior Screw & Bolt Manufacturing Company, Cleveland, died recently. He was fifty-seven years of age.

Now Holman & Connell

Williams & Holman, publishers' representatives. San Francisco, have changed their firm name to Holman & Connell.

James A. Wood has been appointed associate editor of the Seattle Times.

Circulation over 108,000—Sept. 30, 1927



color plus newsprint makes a winning team

Hitch your sales campaign to color, for attention, plus newsprint, for action!

You can get this powerful team in the Saturday Home Magazine of the San Francisco Call. It is pulling great results.

Rates are \$700 for inside pages and \$750 for back cover. This includes the cost of all color plates.

Address nearest representative

NEW YORK, Herbert W. Moloney, 342 Madison Ave. CHICAGO, John H. Lederer, Hearst Bidg. LOS ANGELES Karl J. Shull, Transp'tion Bidg.





IN 1928

Dry Goods Economist advertisers will get more for their money than ever before . . . and right now they get their money's worth . . . in complete coverage of the major market consisting of the ten thousand foremost stores . . . in direct contact with the store executives capable of building sales-successes for their productsfor any product that can be sold to and through dry goods and department stores . . . in actual, traceable results . . . and now .



Contracts are being signed by alert advertisers interested in making their appropriations work harder than ever. We're ready for YOU.

239 West 39th Street, New York City



Oct. 2

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What Duties Do You Expect of Your House Organ?

SHOULD humor be used in a house organ? If so, how much? What is the best method of distributing house organs? much syndicated and clipped ma-

terial should be used?

To discuss efficiently these and many other problems of their trade, the Association of House Organ Editors, meeting in Chicago in conjunction with the Direct Mail Advertising Association convention last week, split into two groups, one composed of those whose interests were with sales house organs, the other concerning itself with employees' house organs.

In the sales division, C. Barr, Crocker-McElwain Company, Holyoke, Mass., advised the group to be sure their editorial matter was at all times on an exact plane with both the product sold and the character of the

mailing list.

In discussing humor and other elements that comprise the con-tents of a house organ, he asked the group to remember that the publicity proof of a house-organ pudding is not in eating it, but rather in how you feel two or three hours afterward or, even more pointedly, the next time the company salesman comes around. "Your house organ must contain stuff that is worth remembering or that at least will help to make the name of your company worth remembering.'

On the question of mailing lists, Mr. Barr said his magazine goes to no one who does not ask to receive it. Roger Wood, Graphic Advertising, Craft LaFavette. Ind., suggested that mailing lists include none but the names of

individuals.

Paul Sampson, editor of the "Ginger Jar," the house organ of the American Multigraph Sales Company, Cleveland, Ohio, pointed out that the paper is prepared primarily for salesmen in the field and that, in his opinion, any house organ so designed will benefit by being attached directly to and cooperating with the sales department, instead of being a branch of

the publicity department.

Mr. Sampson also offered the ingredient recipe which caused his paper to be published continuously for twenty-five years. "Take ninety-eight parts solid, real information and two parts assorted hokum," he said. "Read it over and send to the print shop. When the galleys come back, make up in house-organ form the ninety-eight parts information. Cut out the hokum after reading and sighing over it, and give that 2 per cent space to the cause for world peace. The power of the combination you serve up depends entirely upon keeping the information up and giving the hokum brutal treatment.

H. K. Hambly, Philadelphia Company, Pittsburgh, speaking on the side of the employees' house organ editors, gave the following

suggestions:

"Our distribution problem was solved by having our magazine mailed directly to the homes of the employees. This is costly, it is true, but it soon became evident that money so spent was well

"Furthermore, in our magazine there is no preaching, either in the editorial columns or elsewhere. We do not keep hammering at the employees on the importance of loyalty because we feel loyalty will naturally result if we succeed in interesting them generally. And we do not try to sell the bosses to their subordinates either since we consider that such selling is up to the boss himself."

With Heintz & Robertson

Mrs. Mera W. Savage has been ap-pointed manager of the lists and mailing department of Heintz & Robertson, Los Angeles, direct advertising. She was formerly with the Lockwood-Shackelford Company, also of Los Angeles.

New Daily at Blackfoot, Idaho

The News is the name of a new daily newspaper which has started publication at Blackfoot, Idaho.

Our Direct-Mail Cost Per Prospect Is 83 Cents

One-Half of Our Domestic Sales Are Made to Prospects Listed in Our Card Files

By Dave E. Darrah

Advertising Manager, Hart-Parr Company

I HAVE been asked to explain how the Hart-Parr Company builds up its system of direct mail to bridge over the space between the interest created by a display advertisement in a farm paper and the final sale of a

Sales are made through a field organization of dealers, branch houses, and occasionally a distributor. This organization is supervised through a corps of field men and divisional sales directors. Under the advertising department, is Beg

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Haymond Chambers Frequently 18-36 Tractor					Described Dean Territory Dean J. L. Jones, Stafford, Kans.					Yorn Paper Ad				
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Literature Sent	A-1	IM-k	4-3	DM-2	DK-3	DM-34	Cat.	4-5	1-6	4-2	4-4			
Phild Reports								Denlar Report 6-5		8.3.8. 7-25			18-3 r \$13	0
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EXHIBIT "A"—A WHITE CARD IS USED FOR FARMER PROSPECTS AND A BLUE CARD FOR DEALER PROSPECTS

tractor to the prospect who was interested sufficiently by an advertisement to make inquiry.

So that we may understand the functioning of the plan in our company, may I emphasize the fact that advertising is a part of the sales department. All sales and advertising plans are worked out as a unit and dovetail together. The advertising department works not only under the direction of the sales manager, but hand-inhand with him. The co-operation is mutual.

collected all creating and placing of display advertising, creating and printing of all literature, handling of all direct-mail work and sales correspondence, handling of all sales promotion work, exhibits, demonstrations, sales and service schools, dealers' conferences, dealers' education, etc.

The entire sales and advertising campaign is worked out prior to the opening of the fiscal year and then put into operation as a unit. In this creative work, the advertising agency fits in as a part of the organization. We have no secrets from our advertising council. To all intents and purposes, they are a part of our own

Extracts from an address given October 19, before the International Direct-Mail Advertising Association Convention at Chicago.

Newsstand Group—Men's List Increases Guarantee 110,000

Beginning with the April issues the Men's List will have full advantage of radical improvements long under way. With a single exception, it will then consist exclusively of Clayton Magazines, just as the Women's List is now exclusively Young Magazines. Eight selected magazines will compose the Men's List

Clues Ace-High Three Star Black Mask Five Novels Danger Trail Ranch Romances Cowboy Stories

In size, these magazines will be increased from 128 pages to 144-192 pages. The Women's List will increase from 128 to 160 page magazines.

In editorial quality, where $1 \not\in$ to $2 \not\in$ a word has been the Clayton maximum, from $3 \not\in$ to $6 \not\in$ will now be paid for stories.

In physical quality, a new \$80,000 press is being installed, the largest of its type in the world, with a capacity of more than three million Newsstand Group magazines a month.

The net of all this to the advertiser will be not only a tremendous increase in reader interest, but in actual circulation. Effective with these April 1928 issues, the net sale *guarantee* of the Men's List will be increased from 1,140,000 to 1,250,000. The rates will on that basis go from \$5 to \$5.50 a line, from \$1,100 to \$1,200 a page, from \$3,300 to \$3,600 for Back Covers.

All these added values will result in heavy circulation gains. The publishers predict astonishing increases as a result of their year's planning. We therefore earnestly suggest that you protect yourself at the \$5.50 rate by ordering now whatever space you will need for the next twelve issues.

E. R. Crowe & Company, Inc.

Magazine Advertising Management

New York and Chicago

organization, just as much as if they were functioning on our own payroll. This contact over a perriod of years between our agency and our company is a friendly contact. Confidence has been established and results have proved the wisdom of such friendship and confidence. We could not function with an agency on any other basis.

In laying out our campaign we recognize the fact that power farming is a new method of farming to bring about the lowering of the cost of crop production. It is the problem which is at the basis of farm unrest today. If by our merchandise, we can help to lower the cost of producing farm crops, thus enabling the farmer to secure a larger spread between the cost of production and the market price, then we are rendering a real service to agriculture. Believing in this service, we base our entire campaign upon it as a fundamental.

Our system of advertising and direct mail takes into account the fundamental quoted above—that the sale of Hart-Parr tractors costing from \$1,000 to \$3,000 each is promoted only through education over a period of time. Each year our system is planned to cover a twelve-month period and to dovetail into the previous campaigns for the past two years, so that in effect, our advertising and direct-mail system really covers a period of three years.

We follow the plan of tying every display advertisement, every piece of literature, every directmail piece, every dictated letter, around one central idea and this goes from the national campaign farm papers, right organization through our branch house, dealer and salesman to the farmer sale. The peak period of our advertising campaign and direct-mail work, runs from January to September 1. display advertising in farm papers is used as a background against which direct-mail campaigns are launched to bridge over the gulf from interest in an advertisement to actual sale to the prospect.

In any direct-mail system, the

mailing list is fundamental. We secure our prospects through, first, farm-paper advertising; second, dealer prospect lists; third, salesmen, and fourth, owners. A few prospects come in from miscellaneous sources, but in the main, we secure our prospects from the above sources in about the following proportion: 10 per cent from farm-paper advertising; 40 per cent from dealers' prospect lists; 30 per cent from salesmen and 20 per cent from owners.

This gives us a hand-picked list in which practically every farmer prospect is interested in the purchase of tractor power. General lists of farmers are not used, as the waste is too great.

In the working of this list, major emphasis is placed upon the list for the current year. A smaller number of mailings is made to the two-year-old and three-year-old lists.

For 1926, 60 per cent of our output was sold to the current year list; 30 per cent to the second year list and 10 per cent to the third year list.

Our 1927 sales year has yet about a month to run and the sales are running approximately as follows: 79 per cent to the current year list; 12 per cent to the second year list and 9 per cent to the third year list, showing conclusively that as prosperity increases, quicker sales are made, and that it pays to work more intensively the current year list.

A definite method of carding every prospect has been worked out and is rigidly adhered to. The card is a standardized form shown here as Exhibit "A" and is used in a white color for farmer prospects and in a blue for dealer prospects. On this card are spaces for complete information on the prospect, such as name, address, county and city location, type of tractor for which he is a prospect, name of our distributor, dealer and salesman covering that territory, etc. In addition, are spaces where we record every letter sent him, every piece of literature, every letter or inquiry received from the prospect, salesman and

A Mine of useful information on the Photo-Offset Process

THE REPRO-PRINT BULLETIN

a monthly . . . free on request

Discussions and explanations of methods and new ideas; vexing problems solved.

Recent issues covered such subjects as:

"A new idea in salesmen's portfolios."

"Typewriting for reproduction."

"What is a good proof."

"How to publish a house organ."

"Pros and Cons of Giant Ads."

The Repro-Print Bulletin serves as an impartial forum for the study of a method of reproduction little known and rapidly growing in value. To receive it, address

NATIONAL PROCESS CO.

218 WEST 40TH STREET NEW YORK CITY

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P.I. Circulation LEAD Increased!

The enviable position of The Post-Intelligencer is shown at a glance by the six month Post Office statements of Seattle's three newspapers for the period ending September 30, 1927:

P.-I. 94,164 154,360 Times 89,312 115,371 Star 87,556

More and more, the people of Seattle and vicinity are turning to The Post-Intelligencer . . . Seattle's Home newspaper. Since April 1, of this year, an average of 2,942 families have been added to the regular daily P.-I. family. 2,399 of these families (more than 81% of the daily gain) live in Seattle and its suburbs. An average Sunday gain of 1,345 was made in the same territory.

The Post-Intelligencer's position of outstanding leadership is simply the result of reader preference.



Seattle, Washington

The Seattle Newspaper With The Largest Circulation

Representatives

W. W. CHEW 285 Madison Avenue New York City W. H. WILSON 725 Hearst Building

T. C. HOFFMEYER Monadnock Building San Francisco

Seattle . . . An Industrial City

Seattle has 1,300 plants, large and small, turning out products valued in excess of \$200,000,000 annually. dealers' calls, information given from these calls, and copies of all correspondence that is sent to either dealer or salesman. This card, therefore, contains a complete history of the case, so that anyone connected with our sales department can take this card and intelligently answer further inquiry from the prospect, or write a new sales letter to him.

Every inquiry that comes to our office, or the name of every prospect that is sent in from any of the above sources, is immediately entered upon one of these cards. The same information is sent to the dealer and to the salesman on a loose-leaf form for a prospect book which he carries. Every prospect, immediately when his name is entered, starts receiving a series of direct-mail letters and pieces of literature. These are sent out in a series; the fourth one of the first series containing stamped return Government postcard asking for certain pertinent information, which will help us decide whether that prospect is a "hot" prospect, or simply an information getter. In this way, we automatically keep cleaning our prospect list of dead timber.

In addition, we figure that at the end of sixty days, the prospect has received from us practically all sales letters and literature that we have available for such work. At the end of a sixty-day period, a red prospect slip is sent to our dealer and to our salesman, which is a danger signal which dealer and salesman both respect. They immediately check the informa-tion asked for on that red slip and send it back to the home office, telling us either to keep the prospect in the file and continue work on him or remove him from the file as dead timber. This is a second way in which our prospect files are continually cleaned of dead wood.

The same process is followed, not alone for farmer prospects of tractors, but in dealers' prospects for our sales contract. In Exhibit "A," which is an actual prospect card of a farmer buyer, he received eleven letters and eleven pieces of literature at a total cost

to our direct-mail department of \$1.83. The value of the sale made to that farmer was \$1,350.

The same type card is used in a blue color. This is the prospect card of a dealer who made inquiry for our sales franchise, he received twelve letters, nine pieces of literature, at a cost to our direct-mail department of \$2.80. The value of his contract to Hart-Parr Company annually, is in the neighborhood of \$20,000 net business.

In handling these inquiries, our files are in charge of a young lady and her assistant. She is given absolute control of that prospect file. No one, not even the sales manager or the president of the company, is allowed to go back and touch that prospect file. If they want any information, the young lady in charge secures it for them. As a result, that prospect file in always in perfect condition. The young lady takes pride in her work and we secure results without confusion. No sales correspondent is allowed to touch that file. He secures the prospect cards he needs from the young lady in charge, and hands them

back to her.

Experience over a period of years has led us to use the following type of letters and mailing. Our letters are processed and are carefully filled in and matched. No processed letter goes out of our office with a poorly matched heading and salutation. I would far rather send no letter than send one which is poorly matched. Your prospect will respect your merchandise in proportion as he respects your mail description of it.

Our letters are developed in a logical series, with the folders to match, and each letter emphasizes a statement, or calls attention to some facts, contained in the folder to help secure a thorough reading of it.

Letters and folders are mailed together, in a dignified, first-class envelope with no advertising on the outside, and nothing but a dignified return card in the upper left-hand corner. Of course, they all go first-class. Some firms have secured excellent results with

third-class mailing. We have not been able to secure such results and are pinning our faith more and more firmly to the fact that if a message is worth while, it's worth coming into the hands of a prospect as a dignified, first-class message from the manufacturer.

We have tried advertising on envelopes and have found that it lessens the sales appeal. We have tried out letters and folders mailed first-class in a dignified first-class envelope, as opposed to letters and folders mailed third-class, in an advertising envelope, and have found that the former pulled better than the latter in the proportion of at least five to one. Products that sell for hundreds and thousands of dollars must be pictured in a dignified way—in keeping with their value.

The cost of our direct-mail letters runs about as follows: A processed, filled-in letter leaves the mailing desk at a cost of 4 cents. A typed letter, which is copied from an original, leaves the mailing desk at a cost of 10 cents. A dictated letter leaves the mailing desk at a cost of 30 cents. In judging your costs as compared with these figures, remember that these are the costs in a "Main Street" town, where wages and cost of living are much lower than in the congested industrial centers.

Here are some facts showing how our system works. One-half of all domestic sales made here in the United States are made from the prospects contained in our card files. The average number of letters each prospect receives is seven, and the average number of pieces of literature is seven. Forty per cent of our file is cleaned automatically by our red slips and return cards. direct-mail cost per prospect is 83 cents. Our direct-mail costs for prospects sold is approximately 1 per cent of net to us. We spend approximately the same amount on direct mail as we do on display advertising. We are able to keep the entire cost of our advertising department, which includes sales promotion of

kinds, down to approximately $2\frac{1}{2}$ per cent of net sales.

The same system of display advertising and direct mail is conducted, not alone from this office in a national way, but also by our dealers in miniature in their sales territory. In other words, we create for our dealers another advertising and direct-mail system built along identically the same pattern as that of our national system. Wherever we can secure a dealer who will work it, the returns more than justify the expense.

For instance, something over 30 per cent of our dealers use that system and they sell around 70 per cent of all domestic sales. That leaves 70 per cent of our dealers who do not use the system, and they, in turn, sell only about 30 per cent of our output. Wherever a dealer will use our system, it makes a better merchant out of him and ties him closer to the manufacturer; it inspires confidence, both between manufacturer and dealer and vice versa, and it does strengthen his morale and increase his sales.

Shoe Account for Wells

Agency
The J. J. Grover's Sons Company,
Stoneham, Mass., maker of Grover
fashion shoes, has appointed the Wells
Advertising Agency, Inc., Boston advertising agency, to direct its advertising account.

Delta Electric Buys Accessories Company

The Delta Electric Company, Marion, Ind., manufacturer of electric lighting devices, has bought the Accessories Manufacturing Company, Chicago, which makes electric accessories for automobiles.

W. B. Zietz with Jones Machine Tool Works

Walter B. Zietz, formerly with the Newton Machine Tool Works, Philadelphia, has joined the Jones Machine Tool Works, Inc., also of that city, as sales manager.

R. L. Hunter Joins "The Forum"

Robert L. Hunter, formerly with the Newsstand Group publications, has joined the advertising staff of The Forum, New York.

Reader Confidence is responsible for this Consistent Growth

Oct. 18, 1924 Issue . . . 6,194 Oct. 17, 1925 " . . . 15,040 B. C.

And Now~

October 19, 1927 Issue 37,400

Mail Subscription Renewals 72.72% Advertising Contract Renewals 95%

The Financial World sells for \$10.00 a year on subscription. No forced methods are used and no short term subscriptions are accepted.

The Financial World is bought because it serves a particular purpose and it is read carefully every week by its subscribers and their friends—all of them with above-the-average incomes, and all ready buyers of any commodities that appeal to them.

Send for Sample Copy and Rate Card

FINANCIALWORLD

America's Investment and Business Weekly 53 PARK PLACE, NEW YORK, N. Y.

Established 1902

Member A. B. C.

Sunkist's Advertising Plans for 1927-1928

Washington Bureau of Printers' Ink ONE of the most complete advertising and sales promotion campaigns yet undertaken by the California Fruit Growers Ex-Fruit Growers change, is planned for 1927-28, according to an announcement made last week by the Division of Cooperative Marketing, of the Department of Agriculture. This is the twenty-first year of Sunkist advertising, and the budget is based on an investment of five cents a box for oranges and grapefruit, and ten cents a box for The advertising lemons. give special attention to the principal everyday uses of lemons, and the value of citrus fruits as a preventive and corrective of "acidosis" will be emphasized.

In addition to the periodical campaign, a street car card campaign will be started in November. For six months the cards will advertise lemons, and during the months of December and January a part of the car-card advertising will be devoted to oranges.

TWO BILLION ORANGES STAMPED

Last season, more than two billion oranges were stamped with the Sunkist trade-mark. Nearly 7.250 juice extractors were sold during the season, which brings the total number in use to approximately 40,000 machines. It is estimated that 5,000 carloads of oranges and 1,300 carloads of lemons were handled by the juice extractors.

It was also reported that the dealer service department of the Exchange is closing a record year, with a staff comprising twentythree permanent men and ten parttime men from district offices. During the last year, this service made 70,000 calls on retail fruit merchants and extractor operators, and placed 300,000 pieces of display material.

The results of all the advertising published by the Exchange are also commented on. Last year

closed a twenty-year period of advertising Sunkist citrus fruits, and the Exchange reported that it had invested \$8,914,937 for the purpose. The gross sales during the twenty-year period were \$1,089,859,351.

Longer Hours Are a Secondary Need of Retailers

A. E. NETTLETON Co. SYRACUSE, N. Y., Oct. 18, 1927.

Editor of PRINTERS' INK:
Referring to "Do They Want Business?" [September 29 issue, page 17].
There is a great deal in what the writer has to say. There is considerable advantage to be had by keeping the stores open a little longer. However, I

stores open a little longer. However, I think it has a very inherent weakness and is a viewpoint which is dangerous to the retail business.

The writer admits that if he wants something he finds a way to get it and he goes on the assumption that the majority of people already want the merchandise the stores have for sale. In my opinion here is the fallacy. Too on any retailers are thinking of business merely from a divertive standpoint while they should be spending more time thinking of its creative possi-

I think what our retail businesses need more than anything else is an intelligent presentation of the worth of their wares. With the exception of na-tionally advertised merchandise (and even there in some cases) little creative effort is visible on the part of the retailers.

It seems that so many retailers have the opinion that price is the only apthe opinion that price is the only appeal. They seem to miss the fundamental fact that the consumer wants to know: "Who can give me the most for my money." That merchant is entitled to success and develops it who convinces his public that it can get more for its money at his store than other places. Yet in spite of this truth so many merchants seem to be obsessed with the idea that all they need to do is to offer an article for \$4.93 that

with the idea that all they need to do is to offer an article for \$4.93 that someone else is asking \$4.95 for.

Take shoes, for instance, there is no question but what we give a consumer more shoe value for \$14. than anyone else in the business. And when we get a dealer who enthusiastically stresses this point we find a successful dealer and one who is having no trouble about how long his store remains open.

about how long his store remains open. Although I must say again that, with husiness as it is, the retailer would profit by staying open longer. For the life of me I cannot see but what we would be right back against our present problem providing all stores stay open the same length of time. Even then your division of business among retailers would be just about the same as it is today. Or more men who have no right to be in the retail business would instinctively flock to it.

E. S. Barlow, Sales Manager.

Sales Manager.



For forty-three years the name of Walker & Co has been a symbol for the highest developments in the field of Outdoor Advertising & Many of the improvements which are accepted as standard practice today throughout the industry were originated in Detroit by this organization & Your national Outdoor campaign would logically benefit by being placed through Walker & Co, in the future, as in the past, pledged to progress

WALKER & CO.

OUTDOOR ADVERTISING Poster, Painted and Electric Displays Commercial Signs

Summed Up/

864 of the outstanding names in American business are represented in the South by branches in Atlanta. Why?

 The South is America's fastest growing market. Buying power has doubled, then trebled, during the past decade.

As in every other major market, the merchants have adopted "controlled buying," which calls for quick fill-in of skeleton stocks, from nearby branches.

 Atlanta is the point of greatest economy and highest efficiency from which to serve this rich market.

We will be glad to give you facts and figures showing exactly how Atlanta location can increase the profits of concerns in which you may be interested

Write INDUSTRIAL BUREAU

1575 Chamber of Commerce



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Experts Reveal Trade Secrets of Letter Writing

WITH the thought that letters more nearly express a personality than any other medium of advertising, the Better Letters Association gathered at Chicago last week to reach some common conclusions regarding the basic elements of good letters. In general, those who attended were most humble in their admission that no definite rules can be set down for the writing of a good letter. A good letter, they said, is the product of many factors, only a few of which can be helpfully charted.

Jack Carr, Jack Carr Incorporated, Milwaukee, took up the function which regular periodic letters to the trade can serve. He put it this way:

The problem you face today in per-The problem you face today in permitting the growth of your business is to make yourself known to a group of possible buyers of your goods; to establish as nearly as possible the old-time frigadly relationship which existed between the individual who rendered personal service to his trade and his customers; to create in the minds of as

continuers; to create in the minus of as many people as possible a feeling of confidence in you and your products. Confidence is best created through personal contact. But as business grows it becomes impossible for the head of an organization to call in person on every customer or prospect.

every customer or prospect.

If contact is necessary to create confidence and confidence is necessary to create sales, how then shall contact be established and maintained? Through the medium of a series of impressions, in the form of friendly, human letters.

Miss Winifred Willard, The Hancher Organization, Chicago, presented a somewhat more detailed analysis of the problem of writing good letters. Concerning the parts of a letter, she said:

first paragraph must be simple, ne first paragraph must be simple, powerful, and designed to win the re-spect of keen people. Keep the tone of both it and the heading in terms of the second person singular, thus addressing your reader directly,

tively.

Don't worry about the length of your letter. Make the length fit your message. If you have a really big message, your reader will stay with you, and you can't say it in a four paragraph letter, even though you are a very skillful condenser.

And do not under any circumstances

stoop to platitudes in your letters. Make them more to the point, more interesting. When you come to the complimentary closing, don't always use the same curt phrases, but vary your closing with the nature of your letter.

As a third contribution to the conference, Harry B. Kirtland, The Kirtland Organization, To-ledo, talking on "What Constitutes a Good Letter?" agreed with Miss Willard and Mr. Carr that there can be no fixed body of rules in letter writing. He, too, stressed the necessity of remembering that one is writing letters to actual flesh-and-blood people, not just to the "trade."

In the introduction to his talk, Mr. Kirtland attacked the critics who say advertising has failed or is failing. He summed up his opinion by noting that no one denies, least of all the men who have made advertising successful, that advertising needs improvement. "And," he said, "if I am not mistaken, the alert brains of the advertising world are going to be the first to perceive the limits and advantages of the situation they

H. B. Burnett with Oakite Products

Henry B. Burnett has joined Oakite Products, Inc., New York, chemical cleaners, and will be in charge of re-tail advertising. He was recently with Rickard & Company, Inc., New York.

W. K. Tews with Water Falls Paper Mills

Walter K. Tews, formerly executive secretary of the Grand Rapids Printers' Association, is now Central States resentative of the Water Falls I Falls Paper Mills, Mechanics Falls, Me.

R. E. Morgan with Seattle "Times"

R. E. Morgan, for the last twenty years advertising and sales director of Frederick & Nelson, Seattle, Wash., has joined the Seattle *Times* as as-sistant to the publisher.

Honor C. F. Propson

Carl F. Propson, sales promotion manager of the Bausch & Lomb Optical Company, Rochester, N. Y., has been elected president of the Rochester Society of the Sons of the American Revolution.

Co-operative Campaign Urged for the Insurance Industry

Insurance Is in Competition with Automobiles and Refrigeration and Must Adopt Modern Advertising Methods

THAT insurance men, if they are to get that part of the American dollar which is rightfully theirs, must advertise consistently and vigorously was the opinion enthusiastically voiced at the fall meeting of the Insurance Advertising Conference at Chicago last week.

Running through a program arranged by John Hall Wood, of the Great Northern Life Insurance Co., Chicago, and designed to throw constructive light on the present shortcomings of insurance advertising, was the strong feeling that the marketing problems of insurance are, after all, much the same as the marketing problems of any other product.

Lyle A. Stephenson, a general agent from Kansas City, who was asked to present his ideas on advertising to the convention, said:

"We must not take the position that insurance has not been advertised. That is not true. A real beginning has been made. What we desire to do is to go farther and to reap proportionately greater benefits.

"In my advertising I realize I am helping all the other agents in Kansas City. Just what they get out of it I do not know. What I get out of it I do know. The results are so good and so consistent and the cumulative value is so great that it makes me sick to think that the whole body of agents and home office men are not combined in some sort of a collective effort that would put this giant, advertising, to work for all of us in a really big way.

"It is a downright shame that

"It is a downright shame that so many other things are better advertised than insurance. Among too many insurance men, though they may be convinced of the basic value of advertising and that something must be done' some time, there is a feeling that no crisis exists and that the problem

of advertising can be postponed indefinitely without serious damage to the business.

"Everything is in competition with everything else. The picture shows are clamoring for business, They advertise. The motor car manufacturer has his wares for sale. He advertises. Electric re-frigerators are selling by the thousands. Full-page advertisements. Safety razors, fountain pens, phonographs are displayed in every paper or magazine you open. All these things are in competition with each other-and all of them are in competition with us. We have got to get our bid in, forcefully, attractively, or insurance will not get its share of the money that is being spent in the business of living.

"We have no exclusive field, no priority rights, no specific privileges. We have got to get out and fight just like the rest of them. And if we do not, we will be the losers and the public will also be the losers in not being adequately insured. This situation demands immediate action.

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"John Jones makes \$300 a month. It is dead certain he is going to dispose of every dollar of that money in some way. Fifty dollars goes toward paying for his home. The grocer gets \$60. There is a monthly payment of \$12 on the Victrola. Fifteen applies on the Frigidaire—and so on. Inadequate insurance to cover his home. No insurance to cover his furniture. His home and his furniture burn. He is practically wiped out. He has little reserve. Literally thousands of such cases. It is not overstated.

"Here is a tragedy of waste and misery. Who is to blame? Let us forget premiums and profits. Who is to blame for this man's plight and the suffering of his wife and children?

"We men of the insurance busi-



"Sampling as an Adjunct to Food Advertising" is the title of a booklet which we have just completed. It gives the reasons for the success of those manufacturers who link their advertising with the proper sampling of their products. Please write for it.

E have just completed sampling White Rose Tea in the entire Metropolitan Area.

Use the P.D. C. Method of "Tamily to Lamily" Distribution to increase sales for YOUR product.

Peck Distributing Corporation

6 East 39th Street, New York

AFTER November 1st - 271 Madison Avenue

ness are. The fault is ours, for lack of proper presentation, lack of proper educational effort, lack of advertising brought about this calamity."

Mr. Stevenson made a plea that "every insurance man insist that immediate steps be taken to put on a campaign that will insure confidence, respect and appreciation of the insurance business."

"Our story must be told in a co-operative way," he said, "and our problem can be solved in no other manner. Eliminate the names of all companies and all agents in such a campaign and tell the story of insurance.

"I believe that such a program will create a friendly public, constructive legislation and thereby revolutionize the insurance business."

On another angle, but also aimed ultimately at the problem of a better marketing of insurance was the talk given by Frederic W. Read, of PRINTERS' INK, on "The Mind of the Buyer."

"A big lesson about the mind of the buyer," he said, "can learned from a little want-ad. Why is it that several hundred want-ads can be placed on the same page, without any attempt at elaborate typography or layout, and still get the remarkable results which we know want-ads do often get? The answer is simply that want-ads appeal to very definite, real needs of human beings and consequently go directly to the springs of human action. A good want-ad offers a 'slightly used, over-stuffed leather chair' or a '1920 Ford in good running condition' and not 'a world-beating instrument of comfort' or a 'welladvertised product of a great personality.' And so in insurance advertising, if you appeal effectively, it is not with 'security' or 'insurance' or other such generalities, but with 'the money to pay the bill if luck is against you in an auto accident' or with the 'means of sending the son to college."

Joins Cleveland Agency Thedor Ziesmer has joined the staff of Fuller & Smith, Inc., Cleveland advertising agency.

Believes There Is a Catch in "Speed" Advertising

BROOKLYN, N. Y., Oct. 16, 1927. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I was quite interested in your recent symposium on the matter of advertising "speed" in automobile campaigns. I believe it is the common feeling of practical automobile men that "speed" advertising is a joke, for the simple reason that practical circumstances make the proof of any speed claims impossible for the average buyer.

I have seen cases where buyers have come into galerycome and asked selections.

I have seen cases where buyers have come into salesrooms and asked alesman: "They sav such and such car makes ninety miles an hour—how fast can this car go?" And the salesman, a twinkle in his eye, would reply: "Why, a hundred miles, of course."

Of course, the salesman figured the buyer could never find an occasion to test the accuracy of his or his competitor's statement since the average buyer could not drive a car ninety or a hundred miles an hour even if road conditions permitted!

onditions permitted!

On the other hand, I have seen Ford speedsters dressed up to go ninety miles an hour; so, draw your own conclusions on this subject as a whole.

BEN TRYNIN.

New Accounts for Freeze and Vogel

The Fuller & Johnson Manufacturing Company, Madison, Wis., manufacturer of gasoline and kerosene engines and electric lighting plants, has appointed Freeze and Vogel, Inc., Milwaukee advertising agency, to direct its advertising account. Trade papers, farm papers and magazines will be used.

Freeze and Vogel, Inc., Milwaukee advertising agency, to direct its advertising account. Trade papers, farm papers and magazines will be used.

The Pick Manufacturing Company, West Bend, Wis., manufacturer of brake bands and hub caps, has also appointed Freeze and Vogel, Inc., to direct its advertising. Automotive trade papers and direct mail will be used.

Safeway Stores Have Big Increase in September Sales

Safeway Stores, Inc., reports sales for September, 1927, of \$6,806,612, against \$4,779,757 for September, 1926, an increase of 42.3 per cent. For the nine months of 1927, sales amounted to \$55,232,117, against \$40.306,380 for the corresponding period of 1926, an increase of 37 per cent.

At the end of September, 1927, there

At the end of September, 1927, there were 1.070 stores in operation, against 875 stores in operation at the end of September, 1926.

C. H. Gregory Joins Erickson Agency

Charles Howard Gregory has joined The Erickson Company, Inc., New York advertising agency, as an assitant account executive. He formerly was with the Holmes & Edwards Silver Company, Bridgeport, Conn.

The Rochester Democrat & Chronicle is supreme in its field

It has the largest daily circulation.

It has the largest Sunday circulation.

It carries the greatest volume of advertising.

When one paper combines leadership in circulation, leadership in advertising and leadership in prestige, it means unquestioned supremacy.

Love Block Inc.

A Complete Case

JUDGE and jury, represented by advertisers and readers, have returned a verdict of "leadership" for the Lancaster (Pa.) NEW ERA.

The circulation of the NEW ERA is 24,193; the Intelligencer (Evening) 16,302; and the News Journal (Morning) 14,909.

During September, the NEW ERA carried more national advertising, more local advertising, and more total lineage, leading other Lancaster papers by 40,303* lines.

During September, 1927, the NEW ERA gained in every one of these classifications over September, 1926, gaining 39,314* more lines than the other Lancaster papers.

Advertisers are realizing more and more that the NEW ERA, the big Evening newspaper of Lancaster, is the most profitable advertising medium.

THE LANCASTER NEW ERA

Paul Block

New York Chicago Boston Detroit Philadelphia

(*Figures from DeLisser Bros. Audit.)

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Chains Teach Dealers Advertising, Say Newspaper Publishers

Inland Daily Press Association Points Out Merchandising Value of Syndicate Competition as Working Pattern

HE annual October meeting of the Inland Daily Press Association, in Chicago last week, took up the newspaper's relations to the chain store and by what methods local dealers have been successful in meeting syndicate competition.

John H. Harrison, of the Commercial News, Danville, Ill., told of the plan in operation there. Several of the retail grocery merchants have banded together into a body which has contracted for a full page a week at regular rates. At weekly meetings, the retailers in this group select fifteen or twenty items which they feel they can advertise as leader items.

This weekly page advertisement of leader items to be sold at a cost comparable to prices which chain stores charge has had two very pronounced effects, according to Mr. Harrison. "First in favor of this plan is the fact that it teaches the neighborhood store retailer the value of advertising. Many of these dealers would not otherwise give advertising a chance, since they feel their market is so localized in their neighborhood that city-wide advertising would not aid

"On the other hand, the plan has had the added effect of whipping up the advertising of our chain stores. The plan, in substance, has put chain against chain and our advertising columns have

profited from both sides."

He also pointed out that this plan has in no way cut down the volume of regular grocery adver-It is merely giving the local dealers a means of competing on the same ground with the chains, causing the regular chains to react with a more aggressive advertising policy and teaching the local dealer the value of advertising as a merchandising method.

Continuing with the advertising problems of the publisher, Frank D. Throop, of the Davenport,

Iowa, Democrat, warned the members not to classify advertising as national or local merely on the basis of whether or not it is placed nationally or locally.

"Publishers," stated Mr. Throop, "must demand national rates for national advertising even though it is placed locally. If they follow any other procedure, they are undermining the whole principle of advertising rates, namely, that those who get the most should pay the most.'

Colonel Ewing, president of the Southern Newspaper Publishers' Association, followed out the same theory of rate structure, in pointing out the justice of the present zoning of second-class matter by the Post Office Department. "Zoning, we must recognize, has come to stay because it is basically sound. Our complaint is not with zoning, but rather with the present high rate schedule in effect for all second-class matter.'

F. R. Starbuck, of the Racine, is., Journal-News, discussed Wis. Professional Press and Sports," stressing the fact that publishers cannot afford to shut down on publicity to professional sports, no matter how much they should like to do so, until the pub-lic shuts down on its desire for news about professional sports.

Guest talks on the program included one by Charles H. Dennis, editor of the Chicago Daily News, on the "Character of a Newspaper" and one by A. M. Lee, city editor of the Chicago Tribune, on "Training Your Writers."

Ernst & Ernst Appoint J. C. Bull Agency

Ernst & Ernst, New York, accountants and auditors, have appointed J. C. Bull, Inc., New York advertising agency, to direct their advertising account. Business and banking journals and magazines will be used. Newspapers in the cities in which the local offices of Ernst & Ernst are located will be used in a fall campaign starting in November.

Can the Letter Shop Work with the Advertising Agency?

The Question Brings Up a Lively Discussion During the Mail Advertising Service Convention

T the Mail Advertising Service Association convention at Chicago last week, Irving D. Auspitz, a Chicago advertising agent, made a speech in which he told the members (composed mainly of letter shop people) of their alleged sins of omission and commission relative to the problem of securing co-operation between advertising agencies and direct-mail producing organizations. Then Homer J. Buckley, of Buckley, Dement & Company, Chicago, digressed from his regular speech on the program to criticize the advertising agencies, declaring that they are primarily responsible for what he declared to be "a lamentable lack of understanding regarding one of the basic principles of advertising." The incident gave the members of the convention a thrill that was not on the program and was perhaps the outstanding feature of the meeting.

Mr. Auspitz, after calling for a closer working relationship among the various branches of advertising, called specifically for a hookup between agencies and letter shops. He declared agencies are receptive and would be glad to

utilize direct mail more fully. "However," he declared, direct-mail people are not doing a good selling job in putting their services before agencies. I have recently made an investigation among twelve of the largest agencies in Chicago and am able to say as a result that agents would welcome direct-mail merchandising data the same as they do data from publishers or outdoor mediums. But they say they are not approached on this basis. Most of the presentation they receive is along the line of some organization's ability to perform the mechanical or production end. In some other cases, letter shop people without offer service equipped to give it.

"Our agency got a letter from a certain Chicago organization four months ago offering its services to us in working out the direct-mail parts of our customers' advertising programs. It apparently gave us just the opportunity we were seeking, as we needed something of the kind. It was so well written that we immediately formed a high opinion of the organization's ability to perform.

"We were asked, if we were interested, to send back a post-card and somebody would be over to see us at once. We sent the card the same day but never have heard from the firm since. This is an instance of what I mean by poor salesmanship.

"Another thing the agencies object to is that when they approach some organizations with a direct-mail problem they sometimes find that the people they consult go after their customers and try to get the business direct. This has happened to us more than once. Some firms work on such a basis and others do not. None should. What the letter shop people ought to do is to make advertising agents know that direct mail is not competitive with other branches of advertising."

Mr. Buckley was on the program for an address on "How the Postal Situation Affects the Letter Shop." But most of his time was devoted to presenting the direct-mail side of the issue brought up by Mr. Auspitz. He complimented the latter for his courage in speaking so plainly, and freely admitted the absolute truth of many of the things he said.

"There is no question." Mr. Buckley declared, "that the best interests of advertising suffer through the lack of ability or inclination of general advertising agencies and mail-order firms to work harmoniously. But I submit

Widening the Gap of Newspaper Supremacy in Toledo, Ohio

During the month of September, 1927, the Toledo Blade published 318 more pages than the second Toledo paper, or a 56% larger newspaper.

In advertising lineage the Blade published 208 more pages of advertising than the second Toledo paper, or 72% more.

Devoted to news and feature matter, the Blade published 110 pages more than the second Toledo paper, or 40% more space.

For the first 15 days of October the gap is further widened, as follows:

61% larger newspaper

73% more advertising

46% more space devoted to news and feature matter.

The Reason-

34% More Circulation of the Better Kind.

Toledo Blade 125,000 net paid daily

Land Block Inc.

NEW YORK

BOSTON

CHICAGO

DETROIT

PHILADELPHIA

TRY COUNTING THE NEW ONES!

-0-

Magnificent Cathedrals going up Everywhere

A TREMENDOUSLY STRONG
wealthy organization

NUMEROUS BRANCHES in EVERY CITY AND TOWN

ONLY ONE MEDIUM
Absolutely Restricted
to the church buyer

Write for samples and information concerning
The Church Trade Journal since 1899

The EXPOSITOR

710 Caxton Building Cleveland, Ohio

156 Fifth Ave. 3 New York City

37 S. Wabash Chicago, Ill.

FOOD
And Household

And Household SHOW

NOV. 12-19 (Incl.)

For Space and Rates Write



TRANSCRIPT

Read in 4 out of 5 Homes

Member by Invitation
100,000 Group of American Cities
Chas Eddy Co. Natl. Rep.
Chicago - New York - Doston.

that this is due principally to the attitude of the agencies.

"There are some agencies in this town of the 'Four A' type that are big enough and broad enough to direct their customers to a mailorder specialist when anything of that nature comes up. They proceed as does a family physician who directs his patients to experts on this or that. But many agencies will not do this. They do not favor direct mail because it may not be profitable to them and they will not direct their clients to direct-mail firms.

"What we need in this country is for everybody concerned to have a fair and honest picture of advertising in all its phases. If a direct-mail firm encounters an advertising job that can best be done through newspapers or any other publication medium it should be honest enough to advise the client frankly to that effect and send him to an advertising agency. Every division of advertising has its place and any organization or medium that talks down any branch that does not pay him a direct profit is not proceeding squarely.

"If agencies and direct-mail organizations could get together on this thing it would be one of the biggest accomplishments ever made in behalf of advertising. I must say though that there are many people posing as direct-mail experts who are not experts at all. If they do not have the necessary merchandising knowledge their best plan is to emphasize their ability to perform the production end."

The program, which was given sociation ever held, some 250 members being present, was largely technical. There were, though, some addresses by advertisers which were calculated to show the opportunity that direct-mail advertising now has and to demonstrate some practical methods from the standpoint of the user.

A. J. Berge, of the National Association of Real Estate Boards, Chicago, advocated simplicity and precision in the direct-mail message.

"There is," he said, "too much salesmanship in selling—too much



For some, long range agency service may still be adequate. But with business conditions shifting overnight, many manufacturers find opportunity for last minute corrections and revisions in copy and layout of distinct advantage. This is undoubtedly why, more and more, advertisers in Central New England are welcoming the Manternach type of day-to-day contact.

THE MANTERNACH COMPANY

Advertising

The Manternach Building · 55 Allyn Street HARTFORD, CONNECTICUT

Wanted:

A HARD SALES JOB

Sales and Advertising Executive Available Now

Background—Twelve years experience in sales and advertising departments and advertising agencies, handling wide variety of marketing problems. Thoroughly familiar with most phases of sales management, advertising, sales promotion and merchandising. Practical knowledge of conditions in the specialty food field. Intimately acquainted with present trends in syndicate, chain group and pool buying methods. First-class correspondent.

Seeks opportunity where constructive analysis and careful planning is needed, where sales problems are intricate, where leadership is needed, with a manufacturer who uses and believes in advertising or with an agency which really helps clients in marketing policies.

Thirty-three years old, happily married, good health, Christian,—a co-operator.

Address "O.," Box 140, Printers' Ink

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TYPE COMPOSITION COMPANY

THERE'S A MAIN PART OF OUR NAME, BECAUSE WE HAVE ALL THE GOOD FOUNDRY FACES AS WELL AS LINOTYPE AND MONOTYPE MACHINES.

MORE THAN THIS: WE HAVE BEEN AT IT SINCE 1911, AND WE HAVE A WHALE OF AN EQUIP-MENT FOR ANY NEED.

NEW YORK MONOTYPE COMPOSITION CO., Inc.

FINE TYPOGRAPHY
461 EIGHTH AVE., NEW YORK
TELEPHONE LACKAWANNA 7865

psychology, character analysis and similar things. We should all go back to the old dispensation, in a measure. Just because a selling method may be old is no sign that it is not good. The Ten Commandments and the Golden Rule have been known for ages and are just as sound today as ever, even though they may not be followed as much as they should."

Edward W. Husen, of Detroit, in discussing the subject "How We Make Advertising Pay" said that the first fundamental of a successful campaign is to make sure that the product is right.

"Until it is right," he said. "nothing is to be gained from advertising it. A good method to follow, I think, in determining whether to advertise a commodity is to determine if it can be sold to an extent without advertising, and if repeat sales can be realized. If this is so, then the commodity has merit and people may be told about it safely. How much advertising should be done to build a market for the product once it has proved itself? I will answer this by saying plenty should be done. It is much safer to make a mistake by having too much ad-

vertising than having too little." In talking on "How to Use the Follow-Up in Direct-Mail Advertising," Mrs. Alta Gwinn Saunders, of the University of Illinois, sharply criticized what she called "lazy, indifferent, fake, personalized letters." She advocated the practice of dictating the first paragraph of all letters even though the remainder of them be made up from form paragraphs. Thus the personal element may be taken care of, but in all cases this element should be genuine. In other words, a letter should be a form letter straight out, containing no attempt at conveying a personal message, or it should be really personal.

Dr. Felix E. Held, of Ohio State University, declared that "most letters sent out these days in an effort to get business are decidedly mediocre." This is true, he said, even in the case of large businesses. He thought that every advertiser in America could well

It is cheaper and safer to make

one real market survey to prove what you ought to do than to make a dozen post mortem examinations to find out what you did wrong.

Most investigations set out to prove or disprove some preconceived theory. An Eastman survey sets out to find the facts whether they fit in with anybody's pet theory or not.

R,O, EASTMAN

Incorporated

7016 Euclid Avenue, Cleveland 113 West 42nd Street, New York



Oct. 27.

WE ARE GLAD TO ANNOUNCE the appointment

of

M. H. SEIXAS

as our New York Manager

Hotel Bulletin

Weekly individual reports on new prospects in the hotel field for advertisers. This is our "Specialized Service" and is in addition to our "Weekly Confidential Service."

Send for Samples of this Service

The HOTEL BULLETIN is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

The HOTEL BULLETIN, Inc. BEN P. BRANHAM, President 175 West Jackson CHICAGO, ILL.

New York Office: 350 Madison Avenue Phone: Murray Hill 1075

Some Agency

-needs this
4-sided experience

His early experience was obtained in a leading advertising agency for 3½ years. Then he made a record selling on the road for a well-known manufacturer. They promoted him to branch store manager . . . and he broke another record. They promoted him again to advertising manager. A change of policy has affected his desire to remain with the organization. He wants to connect with an advertising agency, preferably in a capacity where he will have contact with clients. He is 30 years old, Christian, well educated. Address him, please: Box K288, Printers' Ink, New York.

afford to devote some serious study to the subject of letter writing as well as to ways and means of improving his general advertising

John Howie Wright, of New York, editor of Postage and The Mailbag, said that direct mail now has the greatest opportunity in all the history of advertising if the letter shops, printing firms and other producing organizations will only equip themselves so they can properly educate advertisers as to the correct methods of using direct mail.

"But," he added, "this cannot

"But," he added, "this cannot be done unless the producers themselves know direct mail well enough to demonstrate it to others. Failure in this business, as in all others, comes primarily from a lack of knowledge."

Here are the new officers elected by the Mail Advertising Service Association:

Charles von Weller, The von Weller-Lyon Co., Chicago, president; James H. Gray, James Gray, Inc., New York, vice-president; Elmer J. Roeper, Postage and The Mailbag, New York, secretary-treasurer; A. M. Sanderson, Sanderson - Barclay, Ltd., Toronto, Canadian vice-president. Directors: Jack Carr, Jack Carr, Inc., Milwaukee; Robert G. Marshall, Robert G. Marshall Letter Co., Chicago; D. H. Fleischer, Commercial Letter & Addressing Co., St. Louis.

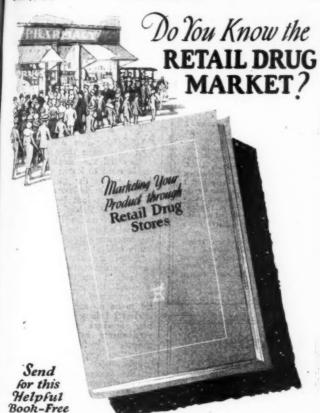
Central American Papers Appoint Representative

The Star & Herald and the Diario de Panama, both daily newspapers of Panama City, Republic of Panama, have appointed All-American Newspapers' Representatives, Inc., New York, to represent them in the United States, El Grafico, a humorous weekly, of that city, has appointed the above company in a like capacity, as also has the Diario de Costa Rica, a daily newspaper of San José, Costa Rica.

R. H. Burrill Appointed by La Coste & Maxwell

Roy H. Burrill has been appointed head of the Chicago office of La Coste & Maxwell, publishers' representatives. He was formerly with the Miami Advertising Agency, and, at one time, was with the Charles W. Hoyt Company. 21 í g

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Hundreds of intricate questions and problems arise in the manufacturing, marketing and advertising of a new product—or boosting laggard sales of a time honored line that has begun to feel the pinch of red-hot competition.

Business methods change. Drug stores, for example, are not the apothecary shops of yesterday. New selling blood in the retail end has been matched by new blood in the merchandising end. Sharp-focused knowledge is, of course, indispensable. Here is a book—sent on request, at no cost—which has created widespread national enthusiasm, because it covers a significant field in a thoroughly modern way—answers the questions which MUST be understeed. Your copy awaits

your request. ists Circular

AMERICA'S LEADING AND OLDEST DRUG JOURNAL -AN A.B.C. PUBLICATION

Harry J. Schnell, President and General Manager Twelve Gold Street New York, New York, N.Y.

Agency partner wanted

I have a one-man business, 5 years old, with full recognition. Diversified accounts. Wide acquaintance. Long experience.

Another man, equally selfsupporting and equally energetic, could find satisfaction here. I need sales help and I also seek more time for developing prospects. My organization can handle more volume; offices are ample; standing with publishers and suppliers quite satisfactory.

Business and personal references will be exchanged. For preliminary statement, address as below—but, to save time, please state your case rather fully.

Address "C.," Box 283, P. I.

To Artists or Architects

WHO Don't Have to be in the Grand Central District.

There is a studio for rent on Madison Square on the top floor of the Croisic Building.

The architect of the building designed it for his own personal use.

There is a vestibule, three small offices and a private lavatory on one floor.

The studio, up one flight, has three large skylights — north studio windows—other windows looking down into Madison Square. But see it for yourself if you are interested.

Ask for Mr. Nichols, 220 Fifth Avenue, or phone:

Spear & Co., Inc. 225 Fifth Avenue Ashland 4200

Too Many Gas Advertisers Are Boring Their Public

Institutional Advertising Has Its Place but It Is Being Overdone, American Gas Association Members Are Told by J. R. Pershall, of the Public Service Company of Illinois.

GAS companies will get better results from their advertising if they tell the people what the people want to know, rather than things which the gas companies think they should know. This sentiment was voiced by J. R. Pershall, of the Public Service Company of Northern Illinois, in an address before the convention of the American Gas Association, recently held at Chicago.

"From an abstract view of purely institutional gas advertising." he said, "I can think of nothing in which the public is naturally less interested. There seems to There seems to me to be no use trying to make ourselves believe that we are getting anywhere when we run advertisements in the newspapers showing a picture of a 3,000,000 cubic feet holder and four paragraphs about how gas is made, or the amount of coal it takes per year to make it, or the number of times around the world our low pressure mains would extend. Institutional advertising has its place and its distinct value— but all these facts about our capacities must bore the public."

He pointed out that what the ordinary person wants to know is how to make housework easier, cooking better and living conditions more sanitary. If the gas companies would tell the people such things, they would strike a

readier response.

"A few weeks ago," he continued, "a certain town in Illinois ran out of ice during an exceedingly hot spell. After three days of the heat the ice companies were sold out and there was no ice to be had—foods were beginning to spoil, baby's milk began to sour—the next day we ran a half-page

ANOTHER NEW MAN



JAMES S. YATES

Art Director

FRANK SEAMAN Incorporated New York

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Why Should You Read November Printers' Ink Monthly?

Well, here are nine reasons

For instance:

When Consumer Acceptance Becomes Too Casual
An interview with Norman F. Thompson, Jr., President, William
L. Gilbert Clock Company.

Putting Action Into Industrial Broadsides
By K. G. Merrill, Vice President, M. B. Skinner Company.

Is Retail Clerk Education Really a Job for Associations?

By F. J. Ross, President, F. J. Ross Company, Inc.

How Utah Advertises Advertised Products By George H. Dern, Governor of Utah.

What a Community Should Know Before Advertising By John Ring, Jr., President, John Ring, Jr., Advertising Co.

The Package — An Accelerator or a Brake on Sales?

By John H. Platt, Advertising Manager, Kraft Cheese Company.

The Good Salesman Just Has to Have IT By J. K. MacNeill, Sales Manager, Hewes & Potter, Inc.

How to Keep a File of Advertising Cuts By T. E. Maytham.

One Way to Cut Overhead for Copy and Art Work By F. B. Baldwin, Vice President, S. A. Conover Company.

If those nine reasons are not enough there are twenty others; articles on choosing the agency, copy, exporting, posters, organization of the advertising department, sales manuals, catalogs and other important phases of advertising and merchandising. The cover is a reproduction of a characteristic Holland poster. In four colors, of course, and accompanied by an article on posters of the Netherlands.

advertisement in the local newspapers on electric refrigerators, followed that with a somewhat smaller advertisement, and that week we sold as many refrigerators in that town as we had sold all year, up to that time.

It is just such opportunities as this that many gas companies overlook, Mr. Pershall said. They do not advertise to the public at the time the public is thinking along certain lines. In the canning season, for instance, if the housewife could be shown where three days' work could be done in half a day, by using gas; or attractive recipes which could be cooked on gas stoves, she would be much more receptive to the use of gas. Also, Mr. Pershall asked, why is a stove not a good Christmas or birthday present, especially when it can assure better meals for the rest of

the year?
"The identical theory is practiced," he explained, "and successfully, by thousands of advertisers with products of a great deal less demand than gas and its outlets, and if they can do it, it can be done in the gas field."

Lumber Account to Z. L. Potter

The Ray H. Bennett Lumber Company, Inc., North Tonawanda, N. Y., manufacturer of Bennett Better Built Homes, has placed its advertising account with The Z. L. Potter Company, Syracuse, N. Y., advertising agency.

Buffalo "News" Appoints

M. B. Norton

M. Bradley Norton, formerly advertising manager of the Niagara Falls, N. Y., Gazette, has been appointed national advertising manager of the Buffalo, N. Y., News.

Daniel Hickey Joins Kenyon

Agency Daniel Hickey has joined The Ken-yon Company, Boston advertising agency. He formerly was with the Boot and Shoe Recorder and the Shoc and Leather Reporter, Boston.

C. E. Fisher with "The Farm Journal"

C. E. Fisher, recently Western advertising manager of Factory, Chicago, has joined the Chicago advertising staff of The Farm Journal.

-WANTED=

HEAD COPYWRITER

Chicago agency, enjoying high reputation and making rapid growth, offers unusual opportunity to copy chief who can direct and inspire his staff, originate striking layout and copy ideas for series, produce in volume personally, plan complete unit campaigns, and keep copy production on schedule. Character and dependability of prime impor-tance. Write full details and appointment will be arranged. Our men know of this notice. Address "T.," Box 143, care of Printers' Ink.

Are You this Man?

The owner of a New York advertising agency, with 4-A membership, seeks an associate.

To the right man, a rare opportunity to get into business for himself is offered.

He should be a real executive and businessgetter, young enough to be ambitious and enough to have gained experience and contact with accounts.

Are you the right man? Replies treated with utmost privacy.

"M.," Box 289 Address Printers' Ink. *********

\$25,000

and a well-rounded

ADVERTISING WRITING-SELLING

experience to invest in a N. Y. City

AGENCY

Will also consider forming agency with others who can produce immediate business.

Address "V," Box 145, P. I.

A HIGH GRADE PUBLICATION

—who is looking for high grade Representation in Michigan and Ohio (and who is willing to pay for it) will ask for more information from the writer.

Thoroughly seasoned young Advertising Representative is looking for an executive connection with an A.B.P. Trade Journal or an A.B.C. Magazine of note. Have an established one-man publishers' Representatives organization in Detroit and have contacts on all large and small accounts in Michigan and Obio.

A good connection is immediately wanted. For more details write "R." Box 142, Printers' Ink, Chicago office, or 608 Mich. Theatre Bldg., Detroit.

Modern Methods in Exporting

(Continued from page 8) results achieved. In time a high degree of accuracy can be developed.

In discussing modern methods of operating it is proper to refer to a topic which is receiving increasing attention. That is, the so-called "new uses." Hardly anything is produced (except highly specialized appliances) for which new uses cannot be found. The success of certain firms in finding new uses for products which had long en-joyed a sale for specific purposes is the best evidence that this is a practically untapped field. The cotton textile industry as a whole, and certain mills in particular, are taking full advantage of the possibilities along these lines. In export trade development the Pacific Mills especially are setting out systematically to find new uses or applications for fabrics which they manufacture.

One other feature of modern merchandising may be mentioned which also affords opportunities for development. It is the application of art to industry. In articles of wearing apparel, etc., fashion, style and design have never been so important as they are at the present moment. Color, likewise, is coming into its own. It is interesting in connection with the discovery of the value of color in the domestic field, to realize how significant this has always been in export selling. Yet firms which already have great successes to their credit in foreign trade are today applying the principles of color development in overseas selling to an extent that they never previously thought possible.

Modern exporting methods require the use of the inventions and discoveries which are bringing about great changes in the lives and habits of people throughout the world. I shall make only a passing reference to the possibilities of these inventions. To many places air mails will greatly expedite the delivery of letters and quotations. The airplane is com-

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R. H. (RAY) SCHOOLEY



for three years advertising manager of the New York Herald Tribune, is now associated with HOME OWNERS INSTITUTE, Inc., as Vice-President.

MR. SCHOOLEY has been the Herald Trib une contact man with Home Owners Institute throughout the development of our national Better Homes program. Under our guidance, and with the cooperation of

leading metropolitan newspapers, 115 Model Homes have been built in principal cities throughout the United States from Home Owners Institute architect's specifications; using only those products with nationally known trademarks and established reputation.

MR. SCHOOLEY will assist all newspapers associated with Home Owners Institute to the end:

- (1) That cooperating newspapers may get maximum benefit from participation in our national Model Homes program.
- (2) That cooperating newspapers may become better "Home Ownership" agencies and thus give to the cooperating manufacturer members of Home Owners Institute a greater opportunity for local advertising tie-up.

Through his 18 years' experience with New York newspapers, MR. SCHOOLEY is remarkably well fitted to give practical assistance to our cooperating newspapers and to our manufacturing members in their use of these newspapers for effective local advertising.

HOME OWNERS INSTITUTE

(INCORPORATED)

441 Lexington Avenue

New York City

A Musician Says:

I cannot attend all musical events and must rely on competent criticism for musical news. So I read the

San Francisco Chronicle

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the one paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U.S.

Write for our 90% circular.

American Cumberman

Est. 1873 CHICAGO A.B.C.



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company 607 Caxion Building: Cleveland, Ohio

ing into increased use in the transportation of salesmen. The longdistance telephone, radio and new cable service greatly facilitate business by the economical sending of messages to stimulate business, to make quotations, etc. Time is an all-important factor in the competitive struggle now going on for world trade. American business men can place themselves on a more equal footing with their foreign rivals by the use of these excellent weapons. Industrial films have a distinct place in modern merchandising. Many salesmen carry amateur cinema cameras to record conditions abroad. The automobile can be used in many places to cut distances. The farseeing manufacturer intent upon increasing his export business overlooks no opportunity to turn twentieth century inventions to account in the sale of goods.

But no wise manufacturer interested in increasing his export sales will confine himself solely to the possibilities of the moment or to his present markets. The development of future outlets, new markets, is an integral part of any well-conceived plan of modern foreign selling. The countries which may, at any moment, appear to offer no possibilities, may, in reality, with a little pioneer work yield substantial business in the years to come. The small the years to come. The small market of today may be the large one of tomorrow. This we have often found to be the case.

From all that has been said it is apparent that the success of modern export merchandising methods is not due to reliance of any single activity. Success results from the co-ordination of many facts that can be brought to bear upon a given problem. When proper attention is paid to all of them, exporting may be said to be really scientific.

Lotus Company Appoints Newark Agency

The Lotus Company Inc., Newark. N. J., manufacturer of Lotus hair restorer, has appointed the Joseph E. Hanson Company, advertising agency of that city, to direct its advertising account.

Who Should Educate the Dealer's Clerks?



F. J. ROSS, President F. J. Ross Company, Inc.

Every manufacturer knows that many, many sales are lost to him because the average retail clerk is a seller and not a salesman. Because of this fact a number of manufacturers and associations have endeavored to educate clerks in the fundamentals of merchandising their products.

F. J. Ross, president, F. J. Ross Company, Inc., has made a careful study of clerk education and at the suggestion of *Printers' Ink Monthly* has written an article, "Is Retail Clerk Education Really a Job for Associations?"

If you have ever conducted a course for retail salesmen, or if you have ever desired to conduct such a course, you will want to read this article. It is a thorough discussion of the whole subject from the angle of both the association and the manufacturer. It may knock over some of your pet ideas and it may strengthen others. In either case you can't afford to miss reading it in

November

Printers' Ink Monthly

Printers' Ink

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. Romer. Vice-President, R.W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, Douglas Taylor.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager. Atlanta Office: 704 Walton Building, GRO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year ; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN INVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

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NEW YORK, OCTOBER 27, 1927

Not so long ago, Are There Any Secrets? in the dark past, the business world

was full of mysterious trade secrets. Sales policies and advertising appropriations were discussed behind closed doors, along with formulas, for fear competitors would discover a company's "secret

of success."

But little by little it began to dawn on these suspicious people that, in many cases, they were merely guarding open secrets; competitors who wanted to know, knew what the company was doing; the others didn't care. It wasn't long before manufacturers not only opened the doors but even exchanged ideas with the enemy.

Today, there are very few advertising and sales secrets in the world. PRINTERS' INK business world. PRINTERS' INK believes it has played a part in

promoting the open-door policyencouraging the interchange of ideas. Every week, what would have been called at one time business secrets are broadcast through our pages. It is an indication of the modern spirit of co-operation.

Evidently the counsels for the Federal Trade Commission and the Potter Drug & Chemical Company are not in step with the times. They both are great believers in Considerable time was secrets. spent at the Federal Trade Commission's hearing at Boston in wrangling over the admission of certain testimony which was supposed to reveal some of the Potter company's "trade secrets."

Mr. Burr, attorney for the Commission, stated that the information could be admitted as testimony and remain a trade secret. His

words were:

Well, there are none of their com-petitors here, and it does not go to the legality of the question as to whether or not this question is a trade secret. I don't think that they are divulging any secrets, because none of their competitors are going to buy this record.

They don't have to buy it, Mr. While the attendance at the hearings may be small, nothing that goes on there is concealed. Advertising men are extremely interested in the Commission's proceedings, and most of them are attending the meetings through the pages of Printers' Ink. Every hearing of this so-called Four A's case, since it was started in 1924, has been covered in Print-ERS' INK. Twenty-eight pages were devoted to the recent hearing at Chicago in the October 13 issue. The Boston proceedings, a week later, covered eighteen PRINTERS' INK believes that it is rendering a real service to the advertising world in printing this testimony. The Potter company's competitors don't have to buy the testimony; its "trade secrets," as revealed at Boston appeared in PRINTERS' INK last week.

But were they secrets? The information which the company's attorney most strenuously objected to giving was the amount of the company's advertising appropriation. After a great deal of bicker forced manag tween year. by the ing 19 as bei Likew tion v protes pany's that t before things may 1 Th sellin

Oct. 27

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Sales

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bickering and objecting, Mr. Burr forced the company's advertising manager to admit that it spent be-"\$800,000 and \$900,000" a tween "\$800,000 and \$900,000" a year. The amount of money spent by the company in newspapers during 1926 was given in the March issue of PRINTERS' INK 1927, as being \$800,000. A trade secret? Likewise the rest of the information wrung from the witness under protest will not startle the company's competitors. We'll wager that they not only knew all of it before, but know a lot of other things about the company which it may think it is concealing.

There aren't many advertising or selling secrets in the business world today. There is no reason why

there should be.

To some busi-Financial ness minds it Credit and might seem Go-Getters to warn against high pressure selling, supersalesmanship or the go-getter-all one and the same thing. It is to that very audience we want to address our remarks. Salesmanship that sells products or services to people or businesses that cannot logically use those products or services is harmful salesmanship. There is no doubt that there is considerable selling of this type being done. It is done because of a constant spurring of the sales staff to beat the sales record of the previous year.

It probably will be said that it is nobody's business if any company wants to tell its salesmen "What we want is more sales. Get them. Get them any way you can but get them. Show the world you can sell. Show 'em all that we can beat last year."

In the November issue of Harfer's, Jesse Rainsford Sprague plumbs this subject in an article which he has titled "Putting Business Before Life." It is his contention that the public itself has a very vital interest in the matter. That declaration, however, will have no particular effect on a business committed to a policy of mopping up every possible sale. "What of it? Why worry so long as the public buys our stuff?" is the answer of such businesses.

There are, however, in this article a few paragraphs of real dynamite for the go-getter who is callous to the possibilities of damage to his business through public resentment toward his method. The dynamite is in the form of an opinion obtained from a commercial banker on the subject of financial help for the go-getting supersalesmanship business.

Mr. Sprague asked this banker if the use of high-pressure selling methods would militate against the granting of credit to a business. To this the banker replied:

We go further than merely withholding credit. I might mention the name of a very prominent corporation from which this bank has recently declined to accept an account. Yet the corporation's financial position is at present absolutely sound. Its debts are not too much for its capital. Its volume of sales has shown an increase from year to year. It is paying substantial dividends.

sound. Its debts are not too much for its capital. Its volume of sales has shown an increase from year to year. It is paying substantial dividends.

But here is the fly in the ointment: The corporation has built its business on extreme high-pressure salesmanshin. Each year it has decreed a certain volume of sales far in advance of the previous year and compelled its dealers to dispose of its excess product under every sort of conditions. It has forced its salesmen to make public nuisances of themselves. I think I am not unduly critical when I say the corporation has lowered the tone of American life.

These are the reasons why this bank declined the corporation's proffered account. If we accept its business now when it is prosperous we can hardly refuse to come to its aid in case of adversity. We have thought best to stay out of the corporation's affairs altogether.

There is dynamite in this banker's opinion because it represents the absolute reverse of what most businesses using high-pressure selling methods think on the subject. Practically all of them have made themselves believe that such selling methods constitute an asset upon which to borrow money.

Figures in
Annual
Reports
stockholders. their labors a suggestion may be in order. Let them give something besides figures.

Corporation presidents will soon be hard at work on their annual reports to Before they start them give something besides figures.

Statements of earnings, operating expenses for the year, etc., must be given, of course, and a summarization and interpretation of these figures is usually of interest and value. But the report should not end here, as it so often does.

The number of stockholders in the United States is in the millions. Thousands of these are new investors. Such terms as "Net amortization of debt discount and expense" and "Provision for retirement, reserve and depletion" mean little, and in many cases nothing, to a large number of these small investors. In fact, many of the more experienced investors don't know why the total assets always equal the total liabilities on the balance sheet. These people are not illiterates—they are just not "financial minded."

They are, however, vitally interested in the company's progress. They are entitled to a report which they can understand.

New acquisitions, additions, improvements, new markets entered, changes in officers—these are only a few of the things that could be told to this interested audience. Annual reports offer a wonderful opportunity for building good-will—and very often sales—among stockholders. For it is true that in the case of many a company, the owners of its stock are also its customers.

A number of excellent reports, which serve as examples of what can be done toward popularizing the annual report, are issued each year. There are, however, far too few of them.

What Kind of

Co-operative
Advertising?

Advertising?

Advertising be considered to effect economies in distribution in the grocery field. That part of the speech of A. E. Philips in which he made the suggestion is reported elsewhere in this issue.

The thought interested the as-

sembled manufacturers. It interests everyone connected with advertising and publishing.

It seems to us that one sort of co-operative advertising would be effective in gaining more economical distribution-that another kind would run costs up. The producers of trade-marked grocery specialties have much to boast about in their advertising. With the large sums invested in advertising, it is doubtful if any other industry can show a lower advertising cost per unit of sale. In the case of several items selling at about the fifteen-cent retail level, the total advertising cost amounts to less than one-half cent per unit. This cost is so low because of the large total volume, built largely through consistent advertising. For a group of non-competing advertisers to discontinue their individual advertising and list their names at the bottom of a co-operative piece of copy would almost certainly increase the unit cost.

If, on the other hand, such a group, in addition to their regular advertising, would co-operate to advertise a well-balanced meal, the fundamentals of right diet, a course in proper mastication, the protection offered the consumer by trade-marked, packaged goods, or something similar, unit costs might easily be reduced by the increased volume resulting. According to the most recent British critic of our habits, an advertising campaign on how to eat slowly would be valuable.

There is much to think about in Mr. Philips' recent suggestion, and a most unusual co-operative advertising campaign in the food field is possible and logical.

American Grinder Products Sold

The American Grinder line of the Blackhawk Manufacturing Company, Milwaukee, has been sold to The Milwaukee Circulating Pump & Manufacturing Company, of that city.

Buffalo Agency Appoints Art Director

Alberth Johnson has joined the Landsheft Advertising Agency, Buffalo, N. Y., as art director. He formerly was engaged in free-lance work.

IN THE MORNING FIELD

Local Merchants

The Philadelphia Inquirer

Local merchants must know their local newspapers —from the standpoint of results.

That newspaper which can be depended upon to bring business day in and day out is THEIR newspaper. In Philadelphia their almost unanimous choice is The Philadelphia Inquirer.

The figures below show The Inquirer's margin of leadership for the first 9 months of 1927 in advertising which must reach the home.

Department Stores

INQUIRER				4,544,225	LINES
Next Paper .				2,459,760	44

Ladies' Outer Garments

INQUI	DED					*	831,595	IINES
IIIQUII	LLI		0				031,333	LINES
Next Pa	per .						388,190	64

Gents' Furnishings

INQUIRER	 264,270	LINES

Next Paper 185,835

Pianos and Phonographs

INQUIRER		0			0		229,745	LINES
Next Paper .				0			155,920	44

Furniture and Carpets

INQUIRER 585,295 LINES

Next Paper 214,920 "

The Philadelphia Inquirer

Pennsylvania's ONE Big Morning Paper

Branch Offices

NEW YORK CHICAGO SAN FRANCISCO 9 East 40th St. 360 N. Michigan Ave. 610 Hearst Bldg.

Advertising Club News

Hears Talk on Consumers' Interest in Advertising

In a talk recently before the Advertising Club of Hartford, Conn., Paul T. Cherington, director of research of the J. Walter Thompson Company, spoke on "The Consumers' Interest in Advertising."

He pointed out that the public re-garded more and more products as essential to existence in accordance essential to existence in accordance with the increase in its standard of living, and, therefore, that more and more non-essentials were demanded and put in the essential field. But, that despite all our present prosperity in the last decade, we had salted away a large proportion of our income. He quoted from a report by John D. Sage to prove his statement. statement.

"The insurance in force," he quoted,
"has increased during the twenty-year
period 210 per cent, while the population has increased 26 per cent. The
total insurance now is eighty billions
of dollars, or \$678 per capita. The of dollars, or \$678 per capita. The payments to life insurance policyhold-ers and benefic aries are now annually five times the amounts records ago. The amount that will be paid to American policyholders and beneficiaries this year will reach the unprecedented figure of \$1,350,000,000.

Mr. Cherington concluded by saying that despite this large figure, people still do not know as much about insurance and its benefits as they should, and that there is still a margin of wealth to be tapped. five times the amounts returned twenty years ago. The amount that will be

Boston Club Holds Golf Tournament

The annual fall golf tournament of The annual fall golf tournament of the Advertising Club of Boston was held recently at the Commonwealth Country Club, Newton, Mass. About sixty members and their friends attended. The low gross prize was won by R. Murray Purves, with Richard M. Nelson, second. Hazen P. Spinney won the low net prize with Charles S. Jacobs, second and E. B. Duncan, third.

Young Advertising Men to Produce Play

"Copped Copy" is the name of a three-act musical comedy and travesty on advertising which will be given by the Association of Young Advertising Men, New York, December 6, at the Waldorf-Astoria.

C. E. Duerr to Leave Cleveland Club

C. Emerson Duerr, assistant secre-tary-manager of the Cleveland Adver-tising Club, will resign on November 1. He has been editor of the "Torchight," and managing editor of "The Torch," club publications.

Air Mail Discussed by Philadelphia Clubs

Colonel George E. Kemp, Philadelphia Postmaster, and Miss Mildred G. Johnson, of the United States Post Johnson, of the Coffice States Fort Office Department, addressed a combined luncheon meeting held recently by the Poor Richard Club and the Philadelphia

Club of Advertising Women.
Colonel Kemp stated that the air mail service needs landing fields on top of post office buildings. Miss Johnson said that 40 per cent of the air mail compension newspapers and advertising agen-

Window Display Talk Features Meeting of Hamilton Club

That color is the display man's most powerful ally was one of the points brought out by Clement Kieffer of the Kleinhaus Company, Buffalo, N. Y., in an address before the first meeting of the Advertising Class of the season of the Advertising Class of the season of the Advertising Club of Hamilton, Ont. Mr. Kieffer demon-strated his talk by the use of charts of pleasing and clashing color combinations. About 250 members attended.

Fargo, N. D., Club Elects Officers

William Unsgaard has been elected president of the recently organized Ad-vertising Club of Fargo, N. D. Mrs. Mabel Pierce was chosen vice-president and E. E. Simonson secretary-treasurer.
H. R. Hill, J. P. Hardy, D. C. McCarthy and C. M. Criskshank are directors. Mr. Hill was named chairman of the membership committee.

English Editor to Speak at New York Club

The first meeting of the season in charge of the magazine groups of the Advertising Club of New York, will be held on October 28. Henry Wick-ham Steed, editor of the London Review of Reviews, will be the speaker.

Czechs Form Advertising Club at Prague

Advertising interests of Prague, Czechoslovakia, have organized a na-tional advertising association, the Rek-Klub Ceskoslovensky, at that R. Zizka has been elected presi-Frantisek Munk is secretary.

Advertising Post to Elect Officers

Advertising Men's Post No. 209 of the American Legion, New York, will hold its annual meeting on November 7 annual election of officers when the will take place.

Oct. 27,

Carolin

J. M. the Spar was elect Circulatio annual co

Other

vice-presi Pruett, treasurer News and Directo ring, Ra Asheville Gazette; News and Journal.

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Heads J. Elde dent of tising Cl vice-pres tary-trea The cl it was tion. It

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J. M. Blalock, circulation manager of the Spartanburg Herald and Journal, was elected president of the Carolinas Circulation Managers' Association at its annual convention held recently at Ashe-

ville.

Other officers elected were: First vice-president, J. R. Marks, Asheville, Citizen; second vice-president, W. E. Pruett, Wilmington Star; secretary-treasurer, William X. Coley, Raleigh

Fruett, Wilmington Stay: secretary-reasurer, William X. Coley, Raleigh Neus and Observer.

Directors elected were: C. H. Her-ring, Raleigh Times; Ralph B. Corn, Asbeville Times; R. R. Stowe, Gastonia Gazette; A. F. Ballentine, Greenville Neus and D. P. Self, Greenwood Index-Journal. Columbia, S. C., was selected as the place for the convention of 1928. -

Part-Wool Blanket Industry Appoints Advisory Committee

Following more than a year's investigation by the National Better Business into the advertising and label-Bureau into the advertising and labeling of blankets made of cotton and wool mixture, an advisory committee representing the part-wool blanket industry las been appointed. The purpose of this committee will be to determine, with the assistance of the National Better Business Bureau, how a blanket composed of both cotton and wool should be described so as to inform the consumer accurately and specifically of its contents. The committee will also discuss the advisability of limiting the use of the word "wool" in describing a blanket made of both wool and cotton.

C. S. Anderson Heads Columbus Club's Past Presidents

Charles S. Anderson, vice-president and advertising manager of the Ohio National Bank, Columbus, Ohio, was elected president of the Past Presidents' Association of the Columbus Advertising

Club at a meeting held on October 22.
Other officers elected were: Fred W.
McCann, vice-president; Cecil B. Trace-well, secretary and Harry M. Miller, treasurer.

Heads Burlington, Wis., Club

J. Eldon Noble has been elected president of the Burlington, Wis., Advertising Club. A. Peters has been elected vice-president, and Robert Bayer secretreasurer.

The club was started a year ago and it was voted to continue the organization. It will take a special interest in counseling over local merchants' advertising problems.

Tenth District Convention to Be Held

The Tenth District of the Interna-tional Advertising Association will hold its annual convention at El Paso, Texas, on November 10, 11 and 12.

Carolinas Circulation Managers Urges Use of Price Figures in Real Estate Advertising

"Failure of realtors to mention the price of property which they spend good money to advertise for sale," declares the Real Estate Board of Baltimore in a recent statement, "results in the loss of more inquiries and more sales than any other cause." The board points out that there is probably more reconst.

any other cause." The board points out that there is probably more money wasted in advertising real estate than in a great many other commodities, and lays the fault of this, not to the advertising mediums used, but to the copy. "One of the principal reasons why sales are lost by failure to advertise price," continues the statement, "is the fact that most people have a certain amount of false pride and try to avoid positions whereby they may be forced to admit that they cannot afford to pay more than a certain amount for a home.

Church Advertises to Sportsmen

Wash., When Seattle, Wash., sport fan turned to recent Saturday morning news sport fans rurned to recent Saturday morning newspapers to read of golf games, football scores, and prize fights, their attention was caught by an advertisement with large headlines asking "What are you going to do Sunday night?" It was the advertisement of the Trinity Parish Episconal Church, and was the first to

the advertisement of the Trinity Parish Episcopal Church, and was the first to appear on the sporting page. The Reverend Charles Mook, a mem-ber of the Seattle Advertising Club, had the advertisement placed on the had the advertisement placed on the sporting page because he believed it would reach more people there than if placed elsewhere.

J. B. Wells with Kling-Gibson Agency

Joseph B. Wells has joined the Kling-Gibson Company, Chicago advertising agency. He formerly was advertising manager of the Barton Manufacturing Company, St. Louis, and secretary of the Southwestern Advertising Company,

J. C. Penney Buys Golden Rule Stores

The J. C. Penney Company, Inc., New York, chain department stores, has purchased the twenty stores of the Golden Rule Mercantile Company, which operates in the West. These stores will be operated under the J. C. Penney name beginning January 1.

T. J. Maloney to Head New Cigar Business

Thomas J. Maloney, for many years president of the P. Lorillard Company, New York, will head the Union Cigar Company, a new company which is now being organized to manufacture cigars and which will be allied with the Union Tobacco Company, New York.

The Little Schoolmaster's Classroom

MANY publishers of cook-books which are sold to the house-wife, the Schoolmaster has observed, bind their books in material that is washable. They have doubtless learned that the housewife wants them bound that way.

Perhaps some advertisers long ago observed this same fact and followed the example set by publishers. If they have, the Schoolmaster is unaware of their wisdom. It is only within the last few weeks that the Schoolmaster has discovered an advertiser of a food product who is sufficiently alert to realize the practical appeal of a washable cover on a cook-book. This advertiser is the Minute Tapioca Company.

Its cook-book is a thirty-two

affair. Perhaps it might more appropriately be called a menu-pamphlet. It is bound in a heavy paper which in some way simulates old-fashioned oilcloth and that is easily washed.

Advertisers of products who get out booklets that the house-wife keeps in the kitchen should endeavor to get a copy of this booklet—it is called "Prize-Winning Recipes That Vary Your Menu"—and study its cover.

The same public that not so many years ago heartily detested railroads because of their "public-be-damned" policy today occasionally sheds a tear for those same railroads.

The tears come because these gentlemanly and very solicitous railroads "must be losing business to motor trucks and passenger cars." The public truly does become genuinely sorry over this condition on occasions. The Schoolmaster has heard the public sob and has tried to cheer it up by telling it that the picture is not so bad as it looks. He has needed facts, however, to support his story.

Recently, he found some in an advertisement of General Motors which told its story thus: "General Motors, one of the largest customers of the railroads, used 522,600 freight cars last year. The roads collected in freight \$72,250,000 upon the materials General Motors bought from 4,600 suppliers and the finished motor cars shipped from General Motors plants."

If General Motors alone is spending or is responsible for the spending of \$72,250,000 for freight in one year, what must the total be for the entire automotive industry? Surely, the total passenger and freight business taken away from the railroads by trucks and passenger automobiles can't exceed what the automotive industry has created in freight for the railroad.

It is a good move on the part of General Motors to use informative advertising, such as this. By such advertising General Motors shows that it is not getting the whole hog. It plainly indicates that its prosperity means prosperity for many other companies besides itself.

The retailer's intense desire for odd prices has in many cases forced the manufacturer to turn out merchandise that can be tagged at \$1.98, \$4.95 and such similar prices—to bring goods "out of the \$2 class into the \$1 class," and so on.

Now the Schoolmaster has found a manufacturer who is showing his dealers the way to increased business through round figures instead of these odd prices. The manufacturer is the Vanity Fair Silk Mills. Burr Davis, manager of the Stock Control Department, tells the Schoolmaster how the round-figure method has been tried out:

"We believed that tagging a \$2 silk vest at \$1.95 so as to attract women to it had not so powerful a selling appeal as many merchants thought. So, recently we took one of our silk vest numbers and arranged with various deal-

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Apartment Buildings Section in BUILDINGS AND BUILDING MANAGEMENT

A Growing Field in a Growing Publication

COMMENCING with the October 10th issue, BUILDINGS AND BUILDING MANAGEMENT inaugurated an enlarged and especially printed (India tint) section devoted solely to the interests of owners and managers of apartment buildings. In scope, this new section will concern itself with the planning, constructing, equipping and operating of the better class apartment buildings, apartment hotels and co-operative apartments. The apartment building industry today represents one of the country's greatest capital investments. If your product is used to construct, equip or maintain buildings of this type, you will find a very profitable market in this growing field. You can reach the men with the "Yes" power—the owners and managers—through this new section of their business paper, BUILDINGS AND BUILDING MANAGEMENT.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO

Member A. B. P.

Eastern Office: 100 East 42nd St., New York City

Oh, these busy young men



and women of the business field of now-Week after week I get their elling me, "I should like very adays.

letters telling me, "I should like very much to study under your guidance, but really I haven't time." Henry Ford and Son Edsel have nothing on them!

Son Edsel have nothing on them!

They don't see that an hour invested in serious study right now may bring \$50 or \$100 in the days to come. They fail to see the significance of that phrase in the Fuller & Smith Advertising Agency call for a new man—"must be of a studious disposition and have a lively interest in economic questions." They overlook that basic requirement and then say "I know I could do good work, but none of the agencies or real advertisers will give me a chance."

Recently I asked a big ink manufacturer if he hadn't some "alert" young man ow woman in his organization who ought to come into my earnest study group. He replied good-naturedly: "No alert young men and women around business offices these days. Maybe they have all gone in for aviation." They don't see that an hour invested

all gone in for aviation."

As I see the younger group, after correspondence with nearly two thousand, nine out of ten are unwilling to sacrifice and persist, with faith in themselves, using their spare hours to prepare for positions of greater responsibility. But I keep cheerfully on, seeking the "one-in-ten" type. It's better for them that nine-tenths of people are "really too busy" to study. The competition isn't so great. I now have a good-sized group of these alert "business climbers," but want 50 more to begin work this fall.

toese alert "Dusiness Climbers," Dut want 50 more to begin work this fall.

My spare-hour study program deals with the combined field of advertising, selling and business writing. It affords information and training that will hold good whether you aim to be a sales manager, a branch-office manager, an advertising manager. wertising manager, an advertising agency man, the manager of a printer's or a publisher's service bureau, or plan to promote your own business. Finely bound books of college standard used, supplemented by my own loose-leaf helps. No stereotyped criticism. All instruction No stereotyped criticism. All instruction correspondence and comment by the undersigned Friendly Editor, who has seen 2 years in advertising, selling, writing and teaching. Many of the problems are taken out of my every-day agency practice. I have no unusual requirements—just want to satisfy myself that you are qualified to receive and apply my training. Write freely about your needs and aims.

S. ROLAND HALL

Easton, Pa. Box 625

American Association of Machine Co.

ers to sell it at a full \$2 price.

"These retailers did as we suggested, and our ideas were justified when the merchants found that at least they did not lose business at the round figure. One dealer actually turned his initial stock of this garment nine times in one week.

"And the reason for this star-tling bit of merchandising was that at noon hour, when much underwear is sold to women, clerks were able to sell a great deal faster because they had no need to stop and secure change. Customers, instead of standing idly by until 5 cents could be returned to them from the cashier's desk in some distant part of the store, could make their purchases and leave the counter free for other customers.

"This speeded up selling considerably and gave the underwear counter a busy but not crowded air, which in itself is an attraction to trade.

"Too, clerks not only were better able to sell more merchandise because of having to go through fewer motions, but their morale was not quickly worn down by constantly going through two operations with each customerselling and returning change.

"Another advantage that appealed to the merchants who tried our plan was that the extra five cents which they made at the round-figure price actually added

a large percentage to net profit.
"We now put a \$2 ticket on this garment. This ticket can be removed, of course, but to remove it requires a certain extra effort which ofttimes may be just enough to swing the merchant to our idea of increasing business through the use of round-figures instead of odd prices."

It is proper to advise advertisers to make form letters and bulletins to jobbers' salesmen as brief as possible. It is another thing to do this when a proposition can be explained only with a lengthy description. When A. Schrader's Son, Inc.,

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If make

FOR A NATIONAL ADVERTISING AGENCY A MODERN ADVERTISING PRINTER OR PUBLISHER

DIRECTOR OF ART AND TYPOGRAPHIC DESIGN Available

I KNOW AN ART DIRECTOR

who can be tempted to leave his present job by an advertising agency, a publisher or creative printer who can offer him a big enough opportunity.

Really competent art directors are scarce these days—there are more big jobs than there are men to fill them. This man can fill a big job. He is an advertising man of sound judgment—an original and creative thinker.

He is a competent designer of advertisements, knows the artists, and is a skillful purchaser of art work. Artists like to work with this man. For eight years, he was vice president and art director of a New York agency, directing both national and local campaigns.

His experience goes beyond that of the usual art director in that he is a skilled typographic designer as well—having designed among other things, the layout and type dress for important national magazines.

He has designed a variety of supporting material—such as window displays, posters, car cards, dealer helps, etc.

He is at present successfully employed but has growing pains. He needs and deserves a bigger opportunity. He naturally commands a good price—but he's worth it.

If you would like to meet this man, I shall be glad to make the arrangements.

ADDRESS "H.," BOX 21, PRINTERS' INK

Od. 27, 1927

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Unusual experience available to some troubled agency chief

PRODUCTION MANAGER

A Good Technician and More

HAS organized and directed creative personnel in art, copy and mechanical departments for leading Four A agencies. Has done major contact work, been an agency officer and director. Old enough to "know what it's all about," how to be helpful and how to get things done. Young enough to have the energy to see things through to a finish—to carry a real load.

New York preferred; other cities considered. For details

Address "Q," Box 141, Printers' Ink.

Controller, Treasurer or Business Manager Available

Twenty-four years' experience has prepared me to share and shoulder big responsibilities.

Seven Years—Banking and Finance.

Ten Years—Bank, Financial and Cost Audits—Liquidations, Tax Work.

Seven Years—Reorganization, office cost and sales management.

My ability and personality have gained my employers the confidence of bankers and business men. What I have done for them I can do for you.

Address "L," Box 148, care of Printers Ink.

was faced with this problem, the Schoolmaster is told, it hit upon the plan of getting its message over by means of a cartoon sheet of six drawings. At the bottom was the following message:

was the following message:
"Mr. Salesman: A big advertising campaign on Schrader tire gauges is in full swing. Right now is the time to get behind this campaign and clean up on Schrader Gauges and Reddy Sellers."

The Reddy Seller is a display unit. The company aims to have each dealer possess two units, one for windows and one for counters. In moving an empty display from the window, dealers are urged to order a new assortment and get another display free.

It is not only easy but interesting to look over the six pictures which tell how salesmen can get dealers to take the desired action. Step by step, from a salesman calling on a dealer to the work of getting an order, the desired co-operation is quickly explained.

Of course the Class is correct in assuming that this resourcefulness produced handsome results.

Not long ago the Schoolmaster had occasion to explore the labyrinths of the factory district of the Borough of Queens, New York. It always has been hard to locate any particular plant in the maze of Long Island Railroad tracks that enmesh those regions, but more recently, owing to a wholesale re-naming and re-numbering scheme covering nearly all streets, it has become just about impossible.

impossible.

In the course of his weary wanderings in search of the particular man he needed to see, it gradually dawned upon the Schoolmaster that he was a victim of "news publicity." The whole elaborate revision of street names and numbers had been fully reported in the news columns of the daily papers at the time it occurred; and everybody connected with the job had assumed that that was all that was needed to make it work.

Needless to say, it wasn't. Out of at least fifty persons who might be supposed to know, whom the

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An Advertising Executive with agency experience, whose natural ability enables him to produce interesting copy, is searching for an employer who needs brains, ability and ideas in copy and selling.

Circumstances make his services available to an Agency (or Manufacturer) who can satisfy him that the association will be mutually satisfactory.

Address "W," Box 146, Printers' Ink

EXCELLENT INVESTMENT FOR FIRM OR INDIVIDUAL

For Sale Seven High Type Retail Store Monthly SYNDICATE ADVERTISING SERVICES

Offered to Immediate Purchaser at Price Far Less Than Actual Cost of Production. Salable in Every Section of U. S. Pay Handsome Profits. Produced by One of Most Reputable Agencies in Country.

Unusual opportunity for Syndicate Company to supplement its present lines, or a ready prepared, complete business for individual or firm desiring to enter syndicate advertising service field. Seven services can be purchased at less than one-half production cost. Present billing also will be sold. Services practically brand new. Prepared by reliable advertising agency who wishes to discontinue in Syndicate field. Almost entire U. S. virgin territory for their sale. Positively a wonderful offer—a sacrifice. Act quickly. Address "U," Box 144, care of Printers' Ink. Also give 'phone number for appointment.

Sales Executive Available

Who can plan, command and carry through profitably. Has a real capacity for solving difficult sales problems. A broad specialty experience covering Hardware, Electrical, Drug and Automotive jobbing and retail trade. Knows how to hire and keep productive men, provide them with sales ammunition. At home in all principal cities of U. S. A sixfooter, physically and mentally energetic, likeable personality. Age 34, single, college graduate. Address "D.," Box 284, Printers' Ink, 231 South La Salle St., Chicago, Ill.

Wanted Ohio Sales Rights

for article of merit backed by Local advertising. Or would consider favorably a high class Repeat service. The writer has a successful background in advertising and sales and as executive. He possesses proved integrity and modest Saved capital. Advertising novelties, Ford accessories—as you were.

Address "N," Box 133 Printers' Ink

FOR SALE Ability to Write English

Young woman, 23, university graduate, offers services to large advertiser needing clean-cut, pulling English. Understands difficult art of expressing dry subjects in terms that will hold the maximum number of readers. Has worked with notable writer of institutional and story-form advertising, and has special capacity for advertising boollets and publicity work. Protestant. Moderate salary at start. Address "B," Box 290, Printers' Ink.

footsore Schoolmaster accosted with a plea for information as to the whereabouts of Umpty-dash forty-four Umptieth Avenue, not one had the faintest notion. Now, will the Class please explain how advertising, properly employed, could have at least been of great assistance in selling the new street plan to the public?

Being specific is one of the cardinal virtues. Especially is this true in the advertising of household articles, supplies and materials used in making repairs, alterations, additions, and in painting and refinishing. The people who are most interested in the buying of such articles are specific minded. They want to know precisely what the thing will do, how to put it up or put it down, how to operate it or apply it, how much it will cost, where to get it, and how.

Of these various details, the price is of supreme importance for more than one reason. "I was so provoked," said the Schoolmaster's wife the other day about an article she had seen advertised, "to find after reading the advertisement all the way through, that no price was given. I didn't care how much it was; all I wanted was the exact amount so that could mail it right away and get the thing I wanted."

A current Valspar advertisement is, to the Schoolmaster's mind, an excellent example of how a piece of copy can be specific in a thoroughly satisfactory way. It not only suggests one use but six uses. Not only that, but it illustrates each one of these six uses. Moreover, all of the six uses illustrated are timely, practical and very specific as to the kind of Valspar suitable for each use. The adver-

An Advertising Man

with 10 years' experience in Managing — Creating — buying Art Work—Engravings—Printing and Displays for national advertisers. Would like connection with concern where sales promotion and printed salesmanship is needed. Good references. Address "Y." Box 147, P. I.

tisemer will co Valspa uses; a that a once.

Oct. 27

The ranged adverti right. picture the use require bold-fa ture, n self is door, "Sixtyworth shabby reads 1 mother linoleur ner sur linoleu third. the Va will co shows Valspa sixth s old chi and the

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tisement tells exactly how much it will cost to buy the quantity of Valspar needed for each of the uses; and it provides a coupon so that an order can be mailed at once.

six illustrations are arranged three on the left side of the advertisement and three on the Immediately under each picture is an explanatory line on the use and the kind of Valspar required, with the cost printed in bold-face type. In the first picture, not a painter, but father himself is shown painting the front standing nearby. door, Junior "Sixty-five cents. Sixty-five cents worth of Valspar will make a shabby front door look new." reads the legend. In the second, mother is painting the kitchen linoleum-"One and a half cents per square foot to renew your old linoleum with Valspar." In the third, she is working on a chair, the Valspar for refinishing which will cost twenty cents. The fourth shows the car all made over with Valspar for \$2.30. The fifth and sixth show mother doing over an old chiffonier for 65 cents, in one, and the refrigerator for 70 cents in the other. The main body of the advertisement describes the various kinds of Valspar in detail.

Here is our old friend, Old Man Specific, working at a high rate of

efficiency.

We are looking for a PRINTING SALESMAN

Ours is a complete modern plant considered by many one of the best in New York City in equipment and personnel, and enjoying an enviable reputation for quality and service in the better grade of advertising within Western represent the create printing. We are prepared to create printed advertising of any description. If you control a few active accounts, communicate with us.

Remuneration is strictly on a commission basis with opportunity for large earnings. Your letter, of course, will be held in absolute confidence.

Our staff knows of this ad.

Address "J.." Box 287. Printers' Ink.

WOMAN

Ten years' experience ADVERTISING-PUBLISHING

seeks new connection. Executive capacity. Write "E," Box 285, Printers'Ink

Don't Want "Just Another House Organ." The smart advertiser doesn't want "just another" anything. He wants a fresh slant. other anything. He wants a fresh sant. Clear, readable copy that BUILDS INTEREST in the publication and what it sells. el fry you're looking for the unusual and someone who can produce it for you, it must mean that you realize that now-a-days only the unusual can make a dent. Address "A," Box 272, Printers' Ink, for interview.

"A MASTER WRITER-SALESMAN"

The editor of one of the leading advertising magazines made this statement:

"No doubt The _____ Company has in its employ many good salesmen. It has in its employ no salesman that could present the advantages of buying its product better than they are presented by the MASTER WRITER-SALESMAN who planned and wrote their advertising."

Do You Need a Man of This Type in Charge of YOUR Advertising? He is available for a real job. He is Christian; married. Prefers New York, but will go anywhere for a real proposition.

Address "Z," Box 281, Printers' Ink

SONS knows CAN

J. J. GIBBONS Limited, Advertising Agents

LONDON, ENG.

WINNIPEG

HAMILTON

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

ARTIST-VISUALIZER

wants space in New York agency in exchange for services. 304, Printers' Ink.

Magazines Purchased—Responsible pub-lishers will consider purchase of any established magazine, either literary or general, with reasonable circulation. Full particulars must be submitted in writing to open negotiations. Box 319, P. I.

ADVERTISING REPRESENTATIVES wanted in Chicago, Los Angeles, Boston and Fhiladelphia. Fine proposition for men familiar with food products field. The Delicatessen Merchant, 117 West 61st Street, New York.

Advertising and Publicity Counselor in New York, with profitable, established business, desires to expand and seeks partner with capital or association with other reputable organization looking for more business and a capable executive to further their interests. Box 891, P. I.

COMPLETE AGENCY SERVICE AT MODERATE COST

—advertising counsel, copy, layouts production—for all media—by high-caliber executive—ten years' agency experience on national and local accounts. Box 301, Printers' Ink.

WANTED — A REPRESENTATIVE
A trade journal exclusively serving the proprietary industry is open for an advertising representative in the Chicago and surrounding territory. Commission basis only with full cooperation from headquarters. Address, STANDARD REMEDIES PUBLISHING CO., 425 Sear Ruilding. Washington, D. C. Star Building, Washington, D. C.

HELP WANTED

Copy and layout man to take charge of Service Department of large newspaper. Must be original in planning and writing advertisements. State experience and salary. Address Box 318, Printers' Ink.

SIGN SALESMEN

Territory open for a fine line of adver-tising signs and displays. To capable mcn handsome returns assured. State experience. Box 893, Printers' Ink.

LITHOGRAPHY SALESMAN

To a man acquainted with Chicago buyers of offset lithography we offer an unusual opportunity. He will have the backing of a splendid Creative and Art Department and a plant that produces quality work at interesting prices. Our men know of this ad. Box 894, P. I. OONTACT MAN — experienced, wasted by small but progressive agency in Newark, to follow up live leads and develop new business. State qualifica-Box 897, Printers' Ink.

ARTIST ILLUSTRATOR

Exceptional Figure man, experienced in Dry Brush. Knowledge of layouts and general commercial art essential. Will

offer interesting proposition.
THE FOUR ARTS
48 West 48th St., Br Bryant 6898

YOUNG LADY-with general office esperience wanted as assistant to executive in a Newark advertising agency. knowledge of advertising necessary, also stenography. Opportunity for bright, stenography. Opportunity to triging energetic girl to get thorough training in agency work. Write stating qualifications. Box 898, Printers' Ink.

A CONTACT MAN
Required by well established Art Service
in New York. Must be young man
with forceful personality, with wide acquaintance amongst Agencies and Art buyers. In exchange for these qualifications we have an interesting proposition.
Box 899, Printers' Ink.

WANTED—Two men; a copy writer and layout man, for the advertising de-partment of a large manufacture in western New York. Copy writer must have ideas and be able to incorporate them in magazine, newspaper, and direct mail advertisements. Layout man must be fast and able to make working dra-ings occasionally. Give age, experience and few samples of work, also salary expected. Box 895, Printers' Ink.

WANTED

YOUNG MAN—to manage our General store and hardware dept. Steady, good habits, not afraid of long hours or hard work, industrious, intelligent, good prac-tical education, healthy tical education, healthy, ambitious and a live wire. Must be able to sell that line, as well as enough executive ability to as well as enough executive ability to purchase, keep up stock, deliveries, etc., whatever goes with the operation of such a dept. We believe we have a real future, but promise nothing. Depends entirely on the man. We are a large, well established, and considered to be one of the most progressive concerns in the East. We would want a man who knows the business of store management from A to Z and wish to have him share in whatever success the store may reach in whatever success the store may reach due to his efforts. The store can and should be made the leading buying center of quite a circle of population; there is a fine opportunity here for the man who a fine opportunity here for the man who has the ability, training, experience and the will to work. Anyone looking for a cinch job or an easy berth please do not answer this ad. Others kindly apply for an interview by letter first to Hiram Blauvelt, Vice-Pres., Comfort Coal-Lumber Co., 123 Anderson St., Hackensack, N. J. Lithograph perienced for territory, to cern, manuf: ing paper b advertising rience, refer in lines as sidered. Bo

Oct. 27, 19

High-grade, mail adverti Should have stinct, a bre to make-at booklets, fol-edge of pap large ca Cheerful su ine opportu your experi expected; s

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perience, fig work or w Box 896, I ATTENT Artist w and effec opening a

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Litherraphic salesman, thoroughly experienced for New York or New England erritory, to represent long-established concen, manufacturing office stationery, folding paper boxes, labels and lithographed alverting matter. State in detail experience, references, age and remuneration control of the properties of the considered. Box 312, Printers' Ink.

WANTED

High-grade, competent, experienced man a woman who has specialized in direct mail advertising—especially house organs. Stould have nose for news, selling insist, a breezy copy style and the ability make—at least, crudely—effective layants for magazine pages, broadsides, loddets, folders, etc. A thorough knowledge of paper, printing, engravings and a large capacity for work necessary. Cherial surroundings, ample salary and fee opportunity. Write fully, outlining your experience, age, references, salary experience, age, references, salary experience, age, references, salary and smalles of your work. Box 313, P. I.

POSITIONS WANTED

Weman capable of meeting the public and lecturing. Has had 8 years' experience as Sales Instructor and Demonrator. Good personality. Would prefer raveling. Box 308, Printers' Ink.

FREE-LANCE ARTIST

With progressive ideas; general expresence, figures, cartoons, layouts, seeks work or willing to take agency space. Box 896, Printers' Ink.

ATTENTION!

Artist widely experienced, committed to the creation of convincing layouts and effective drawings, seeks part-time opening as art director. Box 314, P. I.

EDITOR HAS SPARE TIME

to devote to writing and editing houseorgan or weekly. Full charge. Facilities for printing, etc. Reasonable. Box 306, Printers' Ink.

ARTIST

Young man with experience in poster latering, black and white, desires constitution with agency or art service. Skry secondary. Box 316, Printers' Ink.

ABILITY for SALE

Ability to write forceful copy, visualize, ontact; 25-year-old college man; 5 years' experience; now employed. Box 303, P. I.

Copy Writer

Wide experience as copy chief for big New York agencies. Box 307, P. I.

Assistant to Account Executive

College graduate. Two years' experience in large agency as Junior Executive. Interested in prospects for the future rather than in immediate returns. Box 302, P. I.

Addressograph and Multigraph Executive 15 years' experience—Subscription and Mail Campaigns, Publishing and Manufacturing lines. At present connected with large publishing house. Association with Progressive house desired. Box 309, P. I.

CATALOG, MAIL-ORDER ADVERTIS-ING MAN-15 years' mail-order experience. Real pulling copy. Prefer Middle West location. Salary \$5200. Stover, R-1003, Morton Bldg., Chicago.

SELLING

Advertising Manager with 9 years' successful record wants SELLING JOB to round out training. Age 26. Box 320, Printers' Ink.

Retail Copy

Merchandising, sales-planning by forceful writer accustomed to volume turnover. Box 311, Printers' Ink.

Young man, 26 Christian, single, experienced in direct-advertising copy, market analysis, research and production, desires connection with manufacturer. Traveling position preferred. Salary \$3,500 per year. Box 315, Printers' Ink.

ARTIST

Capability backed by 10 years' satisfactory service to several nationally known agencies. Lettering, Designing, Figure and Retouching. Work in all mediums. Box 300, Printers' Ink.

Experienced man with wide business and manufacturing training is desirous of making a change. Proven ability in organization, purchasing and management work. Definite information will be furnished in interview. Best of references. Box 310, P. I.

SALES EXECUTIVE'S ASSISTANT - SECRETARY Young woman, 28, possessing "sales vision," analytical. valuable services either capacity. Nine years' executive experience mail order, sales promotion, correspondence. Competent stenographer. Box 305, Printers' Ink.

ADVERTISING MAN—15 years' experience in Chicago Mail Order, Agency, Wholesale and Retail. Knows merchandise. Writes Copy that sells. Ideas, Plans, Layouts. Prefer Central States location. V. G. S., 4106 Lowell Ave., Chicago.

Young Married Man—having had twelve years' advertising and sales promotion experience desires position as advertising or assistant advertising manager. Also have had experience selling printing. Address replies—4001 E. Washington Street, Apartment 25, Indianapolis.

AVAILABLE AT ONCE

Advertising Manager—9 years' experience. Past 2 with nationally known technical advertiser. Thorough knowledge all branches advertising. Printing, engraving, artwork, etc., no mystery. Age 26. Married. Salary \$3500. Box 321, P. I.

INDUSTRIAL ADVERTISING

Account executive and officer of technical advertising agency desires position with manufacturer or agency. Ten years experience—covering markets, plans, space buying, copy and layout for magazines, direct mail and catalogs, purchase of art, engraving and printing. Salary \$6500. Age 30, healthy, and happily married. Box 322, Printers' Ink.

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THE JOHN H. DUNHAM COMPANY

ADVERTISING

In the six years or so of its existence this advertising agency has taken its place with the leaders in advertising practice...probably because of 3 things:

- 1. Creative ideas.
- 2. The technical ability to carry out these ideas.
- 3. The business experience properly to relate advertising to the client's sales efforts.

TRIBUNE TOWER · CHICAGO



Supreme Chicago,

First in circulation

(in city and suburban -in Zone7-in total ~

First in advertising

(in local - in want-ads - in national - in total

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

September Circulation 810,599 daily; 1,135,575 Sunday